



Contacts

MAY

1949



Diamond EDDIE says...

EATON EMPLOYEES' HOBBY SHOW

will be held in the
SEVENTH FLOOR ASSEMBLY HALL

JUNE 18 to 25
(during store hours)

Calling all hobby lovers in our ranks—the model-makers, amateur photographers and artists, the collectors, woodworkers, needlecraft enthusiasts, the practical handcraft hobbyists, budding and blossoming sculptors, those fine handicraft artisans in jewelry, in china and inlaid work etc., ad inf.—here is the news you've been waiting for!

The Eaton Employees' Hobby Show will be held during the week of June 18 to June 25, in the seventh floor assembly hall of the store, during store hours.

Hundreds of entries have already been received, but the committee have decided to accept further entries up to and including June 1.

IMPORTANT—Please note that you may enter all classes if you wish, but owing to the large number of exhibits to be judged **only one entry to a class will be accepted**, so select your masterpiece carefully—and good luck to you! Prize list will be announced later.

With the show not being held until mid-June, most hobbyists have plenty of time to get their exhibits in top-flight shape for competition. However, **please do not bring in your exhibit yet**. Entrants will be advised when to do so.

Thank you, folks!

HOBBY SHOW COMMITTEE,

Eaton Assistants' Association.

MAY HIGHLIGHTS:

- Hobby Show . . . June 18 to 25
- Eatonians Give \$18,962.42 to Red Cross . . . page 1
- Winnipeg "Centre of the Necklace" . . . pages 2, 3
- Sing a Song of Service pages 4, 5
- Good Deed Scholarships Awarded . . . pages 8, 9
- Nearly 3,000 Eatonians Attend Spring Dance . . . pages 10, 11
- Off To The Fair (Eaton Horses Perform) . . . page 15
- \$500 in Prizes for Trans-Canada Quiz . . . pages 20, 21
- Curling Greats Salute Eaton Club . . . pages 32, 33
- New Suggestion Contest Offers \$1,400 in Extra Cash Prizes . . . Back Cover

CONTACTS

Published monthly by

T. EATON CO. LIMITED

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Co-workers of the Organization

Vol. 24

MAY, 1949

No. 4

Editor: W. E. C. HURLBURT
City Advertising



Eatonians of Manitoba Give \$18,962.42 to Canadian Red Cross



The great cause of the Canadian Red Cross received a substantial lift when Eatonians of Manitoba contributed a total of \$18,962.42 to the campaign just completed. The breakdown of our subscription is as follows:

The T. Eaton Co. Limited.....	\$ 8,000.00
Staff and Management.....	10,562.42
Mr. H. M. Tucker.....	200.00
Eaton Employees' Charitable Fund.....	200.00
Total	\$18,962.42

Thus, true to tradition, Eatonians have again gone over the top with an increased subscription for the "work of mercy that never ends."

Hockeyists Help Children's Hospital

Pictured below is Mr. J. D. Perrin, chairman of the Children's Hospital Building Fund (third from left), accepting a cheque for \$500.00 from Ted Lee, president of the Eaton Hockey League. The cheque represents the proceeds from the league's "Booster Nite" held for Eaton employees at the Amphitheatre on March 17.

At the left of Mr. Perrin is Mr. W. G. B. Dailley, staff superintendent; right of Mr. Lee is superintendent of nurses Kathleen Ruane. At extreme right is Helgie Johnson who did a grand job of piloting the mail order hockeyists; while at the extreme left of picture is Nurse Marilyn Sutcliffe. The glamour gal is Glenice, 8 months. Glenice is hospitalized with rickets but she still has personality plus.

The Eaton visitors paid a brief visit to some of the wards and noted the overcrowded conditions. How good it is to know that a new hospital is being planned!





THEN—When Winnipeg was incorporated in 1874, its most prominent corner, that of Portage and Main Streets, looked like this.

WINNIPEG, Manitoba . . .

Winnipeg is 75 years old this year and it does not plan to spend its birthday quietly. An entire week—June 5 to 11—has been set aside for celebration when ex-Winnipeggers will join the home folks in a grand re-union.

Beneath the carnival atmosphere, however, is a sense of solid satisfaction in what the years have wrought. In 1870, the only way to get to Winnipeg was by canoe or Red River cart, and mail came up from Minnesota by horse and dog team. Today, of course, Winnipeg is peculiarly a transportation centre and a larger percentage of its population is engaged in the movement of goods and people than elsewhere in Canada.

Canada is half a continent. It is twice the size of India and larger than the United States and Alaska combined. Yet, economically, it has been likened to a string of pearls because it has great breadth and little depth. *Winnipeg is the centre of the necklace*, the oldest of the communities on the Great Plains whose rich soil cover supplies the Manitoba Number One Hard which for years was the standard of wheat excellence.

The prosperity of Winnipeg is very directly dependent on the flow of commerce between the east and the great grain-growing West. In spite of the progress made by mining and manufacturing in recent years, agriculture continues the mainstay of the three prairie provinces. Today, there are fewer but larger farms. With power machinery, though, the farm unit does a more efficient job and produces more.

Since 1941 the capital invested in prairie farms and their equipment has increased almost a billion dollars. While this increase was taking place, farm indebtedness dropped almost 50 per cent. The war demonstrated an amazing ability to diversify crops, to shift from wheat to coarse grains and livestock, to grow on a large scale, crops which had previously been considered unsuitable to prairie soil.



NOW—Here is the same corner in the centre foreground in 1949.
The growth of the city could not be better demonstrated.

... "Centre of the Necklace"

Winnipeg's Expanding Industry

This is a healthy agronomy, but while it remains the backbone of the West, there has been sufficient broadening of industrial activity to make the area between the Lakehead and the Rockies less exposed to the hazards of an agricultural economy. The great expansion of the oil industry suggests increased industrialization. Census figures for 1946 showed there were 3,627 manufacturing plants in the prairie provinces of which 842 commenced operations during the war. Since war's end, Manitoba alone has added 165 industries and her production of manufactured goods last year amounted to \$436 millions.

All this adds up to solid satisfaction for Winnipeg which reckons its market as $2\frac{1}{2}$ million western people. Much of the city's new industry is related to the soil; the Fort Garry sugar factory which has produced a quarter-million pounds of sugar since 1940; the co-operative implement factory in suburban Elmwood which has an annual production valued at more than \$1 million; the fur industry created to process the pelts of which more than \$4 millions worth were produced in Manitoba last year. Winnipeg has taken third place among Canadian cities in the needlecraft industry and surpasses them all in the manufacture of work shirts and overalls.

From a Hudson's Bay Company trading post (Fort Garry) in 1870, with a population of 215, Winnipeg has grown to a city of 240,000, a place beloved by its people and beautified beyond all recognition of its original prairie status. Small wonder, then, that it is thankful and has set out to celebrate its birthday in a week-long carnival to which it has invited all Canada.

ACKNOWLEDGMENT

This tribute to Winnipeg on the occasion of our city's forthcoming "75th Birthday Party," June 5-11, was contributed to Contacts by the publicity, advertising and printed programs committee, of which our own Mr. Moray Sinclair is chairman. Thank you, gentlemen!



Sing a Song of Service!

The highest of distinctions is service to others . . . whether it be in science, medicine, on the field of battle or in the realm of commerce. We are proud to commend the outstanding performance of those Eatonians listed here who have prompted letters of appreciation from our customers.

Paging Jack Carnegie!

A customer called at the superintendent's office on March 21 to commend the service of Mr. Carnegie, in the stove department, declaring him to be one of the most courteous and helpful of salesmen. He had done everything in his power to be of assistance and the customer was most appreciative of his services.

* * *

An "Orchid" for Jean Clay

A Mandeville Street woman telephoned on March 18 to comment on the service she received from Miss Jean Clay, grill room order board telephones, when ordering bread. She wished that all the members of the grill room staff be congratulated on the way they were handling the "bread" situation. Miss Clay was most helpful in suggesting rolls and other baking products when bread stocks were depleted.

* * *

A Letter to the Superintendent's Office from the Canadian National Institute For the Blind Reads:

"April 11, 1949.

"On behalf of the Women's Auxiliary to the Blind, I would like to express our appreciation of your interest and assistance to us during our tea held in The T. Eaton Co. store last week.

"One cannot help but feel the friendly co-operation among the members of your staff and their interested attitude to their work, all of which made my part of the job a joy."

To which all Eatonians will respond: "It's a pleasure to have helped such a deserving cause."

* * *

Eatonians Are Like That—A Thank You Letter for Shirley Fairburn

"P.O. Box 2973, Winnipeg.

"Have you ever had something found before you were aware that you had lost it? That happened to me this morning.

"Coming along Portage Avenue on the street car, I changed to my Airport bus at Berry Street and inadvertently dropped my billfold in transferring. It contained approximately \$17.00 in cash along with other personal property which it would be impossible for me to replace.

"At 8:30 a.m. I was notified by my family that a young lady by the name of Miss Shirley Fairburn (379 department) had called my home to say that she had my billfold and would I please pick it up at the store.

"I would like to express my gratitude in having my property restored to me so promptly. Miss Fairburn wasted no time."

This Gracious Letter From a Somerset Ave., Fort Garry, Customer Pays a High Compliment to Mrs. Evelyn Cornwall

"Last Monday our son asked me to purchase a pair of dress gloves, a difficult purchase, for a second person. However, I lined up at the men's glove circle full of hope and was waited on by your clerk, Mrs. Cornwall, who showed commendable patience and tact in filling the order. The good points were tactfully emphasized in the various gloves shown me, such as color, stitching, grade of leather, etc., and the result was a pair of gloves very satisfying to the purchaser.

"Having described to him as well as I could the various gloves and their prices, I returned on Tuesday to complete the purchase.

"Your clerk (No. 35) requested me to look at some new lines which had arrived in the meantime and asked was she 'taking up too much of my time.' I explained that being now on a pension, time, as I once knew it was no longer a factor, but I was thinking of her time being taken up. I was assured that a 'satisfactory purchase' was the important thing.

"Please convey my appreciation and thanks to this young lady, and with clerks of this type behind your counters, Eaton's have nothing to fear in retaining public esteem.

"Yours truly,
E. H. M.
"(37 years a customer.)"

* * *

Sewing Consultant Commended

"Sherburn Street.

"I wish to tell you how very much I appreciate the service offered to customers by the sewing consultant.* The person in charge of this department (I don't know her name), is a most happy choice for this position. She is extremely capable, more than willing, and of a very nice personality.

So often we inexperienced dressmakers need just a little bit of help at some point in our project, and now there is a place where we can go for this help. Many thanks to the person who had this bright idea!"



* Mrs. Emma Wight will you please take another bow!

* * *

Tribute to "Our Driver"

"Imperial Avenue, St. Vital.

"I would like a few bouquets given our driver on Imperial Avenue, St. Vital, Man., Mr. H. Brydges. I have never seen a more cheerful person, always willing to help and nothing is too much trouble for him. Everyone I know in this district says the same. I would like to convey my sincere thanks through you and please pass them on to Mr. Brydges, 'our driver.'"



*Here's One For Those "Voices
With a Smile"!*

**A Member of an Old and Prominent
Winnipeg Family Writes This Trib-
ute to Our Telephone Gals**

"Wardlaw Ave., April 7.

"As we have had a D.A. for a great many years, I feel that my experience should carry some weight.

"During this time I have used the provisions telephone a good deal, particularly during this long, tough winter when most of our tempers were on the short side. Now in all this time I have never had anything but the most helpful and polite treatment. Also the girls exhibit a most amazing patience even to calling me up when they cannot track down some advertisement I wanted. You leave the telephone feeling that they take a personal interest in your order—surely a great asset. Since I feel quite free to grouse if it's needful, it seems only fair to say thank you for pleasant shopping."

* * *

A Little Lady Arrives in Scotland

"Carnoustie, Angus, Scotland.

"I have much pleasure in writing to inform you the doll arrived in perfect condition here on February 21. Thank you for your careful attention."

This thoughtful note was sent to sales No. 15, Miss Marjorie Salome.

* * *

"Attention, Mr. Lake"

"Clearwater Lake, The Pas, Manitoba.

". . . I would like to thank you very much for your time and effort in procuring the rifle for me. I am one customer who honestly appreciates things like this. You are a credit to your Company."

* * *

**"It's the Little Things That Count"—Congratu-
lations, Ed Phillips!**

"Albany Street, St. James, Man.

"May I express my appreciation of service rendered by above salesclerk, No. 39.

"Finding the replacing of a vacuum bottle filler very difficult, I called at your cutlery counter where the purchase had been made. Mr. Ed Phillips went to a lot of trouble to fix it. At the completion of the task he was just as pleasant as a salesman who had received a large order."

* * *

**A Bouquet From "Down Under" Comes to Mr.
George Phillips (Mail Order Packing)**

"Pangatotara, New Zealand, March 3.

"I wish to thank you and the staff for the efficient way in which you packed up and shipped a doll's pram and tricycle to me. The box arrived in wonderful condition a fortnight ago and everything was soon assembled to the joy of the children.

"Eaton's has always been highly regarded by myself and my family and holds many happy remembrances of the days when I lived in Winnipeg—also the good old days of "Nickel Specials" on Saturday mornings and Santa Claus parades. The people out here just don't know what they have missed.

"P.S.—I once spent a month at Easter typing "To Follows" in 122A.

Pipe the Whole Crew Aft!

"Strathcona Street.

"I would like to voice my appreciation of the courtesy and efficiency of the salesclerks in your store. Several times lately I have noticed it particularly, and as one of your regular customers would like to pass on my appreciation.

* * *

Praise for Driver W. Parsons

"Rosedale Avenue.

"So many times when we have a complaint to make we immediately sit down and write about it, but when we want to give a boost—we just think about it.

"I wish to congratulate your firm on the exceptionally fine, courteous driver (W. Parsons) we are privileged to have on this route. He is one of the most pleasant fellows one could wish to have.

"I think on this route in the past twenty-seven years we have only had two drivers. That says a lot for your Company and also our district."

* * *

Driver Helps the Easter Bunny

"Greene Ave., East Kildonan.



"On April 5, I had the occasion to have Easter baskets for my children delivered to my residence. The driver, Mr. Chapman, left the parcels at the front of the house and came around to the back to see where the children were. As it was, both the children were at the back door. By means of signs and descriptions he conveyed to my wife that he would leave the parcels next door so that the children would not see them. Both my children still believe in the Easter bunny and I appreciated this little courtesy very much."

**Edgar Adey Becomes
"Certified Citizen"**

On the eve of that historic day when Newfoundland was officially welcomed into Confederation with due pomp and circumstance, a "committee of investigation reviewed the application of Edgar James Adey to become a certified citizen of Canada."

A long and eloquently phrased report was drafted, dealing with the background of Mr. Adey before he left the land of the "Billy Gales." Indeed it was a masterpiece of rhetoric prepared, it seems, by a local barrister. Surprising Edgar at his home, a group of friends then held a mock trial and presented him with a "certificate of citizenship." It was all a gag, of course, and a lot of fun! Anyway, welcome to Canada, "Citizen" Adey, though it's many a long year since you left Newfoundland, that craggy isle of your birth, nor yet heard the call of the fisherman: "Bring de dory, Davy; dere's herrins in de channel, thousands and thousands!"

Your life is rich if you can say with John Burrough: I find each day too short for all the thoughts I want to think, all the walks I want to take, all the books I want to read, all the friends I want to see.



Irma Wright shows Eaton gals how much fun typing can be.



Irma Wright Typed Her Way to Fame

Foremost Canadian Typist Visits Eaton's

Haste is not waste in typing! This is the message Miss Irma Wright, one-time winner of the world amateur typing championship and five times winner of the world professional championship, passed on to Eatonians on Wednesday, March 30, when she held a typing exhibition in the seventh floor assembly hall. She was introduced to the Eaton audience by Frank Heath, in charge of typewriter repairs.

Ex-Eatonian

A typing educator, Miss Wright is a traveller for the Royal Typewriter Company, and addresses student and business groups across the Dominion. Miss Wright, an ex-Eatonian, proudly explained to her Eaton audience that she received her early typing training in the executive office of the Toronto store.

In her frequent travels around the country, Irma Wright has found that the average stenographer's typing speed is 60 words a minute, slightly higher than the 40 attained by the average high school student. However, compared with the 140 words a minute speed with which Miss Wright typed a flawless piece of copy, it is slow indeed.

"*There is a right and a wrong way to type,*" emphasized Miss Wright, "and to achieve the right way one must follow a few good typing habits." Miss Wright felt that employers had a lot to do with the present standard of typing, and said they could do much to raise it by being stricter with the type of copy they accept.

43 Seconds! The body of this letter was typed without error by Miss Wright in 43 seconds flat. In her next attempt at the same letter, Miss Wright took time out to erase an error. Her typing time this try was two minutes and 24 seconds.

30 March 1949

Miss Mary Smith
142 Tenth Street
Winnipeg, Man.

Dear Miss Smith:

We thank you for your application. At the present time we are in need of an experienced typist in our main office. A vacancy will occur there this week end and we would like to fill it immediately.

We were pleased with your application and would like to have you call at our main office on Monday for an interview with our Personnel Director.

Very truly yours,



Gr-r-r! Miss Wright demonstrates the time and irritation caused by having to erase unnecessary errors.

"Rhythm"

"Rhythm" in hitting the keys is one of the first good typing habits to form, according to Miss Wright. "A good typist's work will be an even flow of words from the machine which will insure more uniformity and better spacing in the finished copy. Secondly she stressed good posture, which included feet flat on the floor under the desk, one slightly ahead of the other, back straight, and arms and shoulders still. "A typist must feel relaxed to do good work," she said. She also felt that a good typist did a poorer job with long fingernails.

Use of Controls

Miss Wright demonstrated that the controls on a typewriter if used properly, make it possible for a typist to keep her eyes entirely off the machine and thus write with a much greater fluency. She demonstrated also how much time is lost by erasing, and showed that accurate work was better and faster. "However, if erasing is absolutely necessary," she continued, "push the carriage of the typewriter either to the extreme right or left so the eraser grit will not fall into the body of the machine."

Miss Wright summed up her remarks by saying: "If a typist follows good typing habits, employing rhythmic writing, she will not only be a faster typist, but a neater and more accurate one."

"Steady As She Goes!"

Congratulations to "Coastal Currents"
—Newest Member of the Fleet

The inaugural issue of "Coastal Currents"—staff publication of the Company in British Columbia — has been duly launched and copies have "flowed eastward."

"Coastal Currents" is a right tidy craft with a bonny name bestowed upon her by our President himself. She boasts a well-favored hull (cover), trim sails (pages) and carries a rich cargo of news about our fellow Eatonians beyond the Rockies.

Editing a house organ of sizeable proportions has its own peculiar problems which seldom meet the reader's eye; frustrations and "pangs of birth" which only the initiated can understand. However, just as "virtue is its own reward," the staff publication editor feels more than compensated for the effort and the difficulties surmounted when a reader casually remarks: "That was quite a good issue."



And so a salute to "Coastal Currents" and its editor Mr. David Loughnan. "Steady as she goes!"

An experienced writer who knows his British Columbia and also has a flair for photography, Mr. Loughnan is well equipped to keep up the standard of Eaton publications of which there are now eleven across Canada: "Flash," Toronto; "Entre-Nous," Montreal; "The Bi-Weekly," Hamilton; "Ekcoes," Hamilton; "Mari-News," Moncton; C.D.S. "Gossiper," Toronto; "Prairie Breezes," Saskatoon; "The Edmontonian," Edmonton; "Chinook Winds," Calgary; "Coastal Currents," Vancouver, and "Contacts," Winnipeg.

Cheerio Bud!

There was no April foolin' about it when Bud Horton was asked to attend a breakfast party in his honor at Moore's restaurant on April 1. Mr. Horton found the china department assembled to wish him all of the best on the eve of his departure to join The T. Eaton Co. British Columbia Limited.

On behalf of the china staff he was presented with a travel case in rich rawhide by Mr. W. H. Matthews, supervisor.

That evening, Bud's many and varied friends around the Winnipeg store whipped up a stag party during which he was presented with another "posh" piece of luggage in matching rawhide. (Rather costly on the tips such swank looking travel cases!)

Bud Horton (his real name is Clarence but he doesn't answer to it) will be missed among golf and bridge circles in the big store here. However we all wish him the best of luck. When he finds time to get in a round of golf we can see those long legs blossoming out in shorts together with Messrs. Craik, Moore, Scarr, et al. Cheerio, Bud!



Left to right: Mr. V. Dancer head of department; Mr. "Bud" Horton, and Mr. W. H. Matthews, supervisor.

RECENT APPOINTMENTS

Winnipeg

Welfare and Hospital—MR. T. P. McBRYDE, head of department.

Edmonton

Department E237—Men's, women's, children's shoes and rubbers: MR. W. I. SHAW, assistant.

(Continued on Page Sixteen)

CONTACTS

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for
Description
of
Pictures



Eaton Good Deed Scholarships Awarded

Final 1948-49 Broadcast Held March 26

Six talented Winnipeg musicians will long remember March 26 as the day they received their Eaton Good Deed Scholarships of \$50 for being the outstanding artists of the 1948-49 program series. The presentations were made to the winners on Saturday morning of the 26th at the Metropolitan theatre where the final Good Deed theatre party and program were held. Mr. Gilbert Eaton, director of The T. Eaton Co. Limited, made the presentations and was introduced by Mr. R. J. Fry, supervisor, city advertising and director of the Good Deed Club. The winners are as follows: Heather Lindsay, 15, vocalist; Paul Reiner, 14, violinist; Friema Guberman, 10, pianist; Tommy Falvo, 12, vocalist; Bob Smith, 14, accordionist; and Simone Taburet, 15, pianist.

2,200 Present

The starry-eyed young people, all under 16 years of age, received their awards before a cheering audience of 2,200 Good Deed Club members.

The awards which are made every year at the close of the Good Deed Club season are given to the top-flight boy vocalist, girl vocalist, violinist, accordion player, and two pianists. Every artist who performs on the Good Deed Saturday morning broadcast has opportunity to win a scholarship. Each is given a rating for his performance and those receiving the highest are invited to play or sing before a special music committee which picks the winners.

The artists chosen this year presented their winning numbers on the closing broadcast. Heather Lindsay sang "Kitty of Coleraine," while Paul Reiner played "Presto" by Tartini, and Friema Guberman played Kulah's "Sonatina."

"Come Back To Sorrento" was the song which won dark-eyed Tommy Falvo a scholarship, and the accordion solo played by Bob Smith was "Czardas." The final prize winner, Simone Taburet, played "Humoresque."

Good Deed Awards

Gold Star award pins and 15-jewel wrist watches were presented also to the two final Good Deed award winners of this season. The first, Alex Brezden, 15, of Dauphin, Man., received his pin for his courageous act in saving the livestock on his uncle's farm. Early in February, when his uncle was away from home, Alex awakened at 5:30 in the morning to see the barn in flames. Although it was 40 below zero weather, Alex did not stop to dress but ran out and led all the livestock to safety.

The second award winner, Edward Slot, 12, of Winnipeg, a well-known Good Deed member, received his pin for generous donation of his time to charity entertainment without thought of payment.

SCHOLARSHIP WINNERS

Top Row—Left: Paul Reiner, violinist. Centre: Heather Lindsay, vocalist. Right: Bob Smith, accordionist.

Lower Row—Left: Simone Taburet, pianist. Centre: Tommy Falvo, vocalist. Right: Friema Guberman, pianist.

to himself. Edward, who plays the accordion, has unselfishly given his time to play at the Old Folks Home, Deer Lodge Hospital and many other institutions.

Both of these young people were commended highly for their unselfish actions.

Choir Entertains

Features also of the half-hour broadcast were two numbers by the Good Deed choir under the direction of Mrs. Lola MacQuarrie, "White Coral Bells" and "Cielito Lindo." An accordion band led by Bill Lowe also played two numbers, "The Washington Post March" and "My Girl Jalida." Cartoon films, so dear to the heart of a child, were shown the Good Deed Club members for a half-hour preceding the broadcast.

* * *

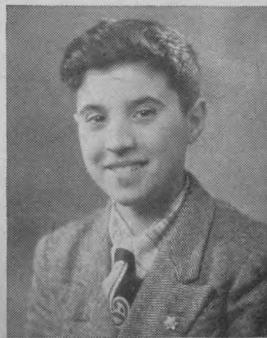
Description of Pictures on Facing Page

Top Row—Left: Mr. Gilbert Eaton presents Heather Lindsay with her scholarship certificate. Right: Mr. R. J. Fry addresses the Good Deeders. Norm McBain watches at right.

Second Row—Left: Friema Guberman is congratulated by Mr. Eaton. Right: Simone Taburet receives her certificate as a scholarship winner.

Third Row—Left: Bill Lowe's accordion band performs. Centre: The Good Deed choir in action. Right: Mrs. Lola MacQuarrie leads the singing.

Lower Row—Left: Gold Star pin award winner, Edward Slot, is commended for his unselfishness. Right: A general view of the interested audience.





See Facing Page
for
Description
of
Pictures



DANCE ON THE WINGS OF SPRING



*"On with the dance, let joy be unconfin'd when youth and pleasure
meet to chase the glowing hours with flying feet! . . ."*



Secretary
Parker

Over 2,700 Eatonians "Dance on the Wings of Spring"

Practise makes perfect—trite but true—especially when it concerns the Eaton annual spring dance. With two successful staff dances to their credit, the Assistants' Association decided to go for a third.

Under the direction of President George Murray, secretary Ron Parker and a strong committee, this big social gathering was held on Wednesday evening, April 13, at the Civic Auditorium. Over 2,700 Eaton employees, their families and friends attended. With 15,000 square feet of floor space and Charlie Cruikshank's top bracket band, it was a grand evening for dance lovers!

"Home" Talent Gives Four-Star Show

The entertainment during intermission was provided by artists from our own ranks.

To say that they hit a new high in enjoyment is the simple truth. Petite Elizabeth Mills (fancy goods)—a "find" from the recent talent quest—was greeted with a storm of applause for her impersonation of Al Jolson. Cheers and encores brought her back again and again! Joyce Barnard (116) and her twinkling toes also won a big hand in a clever tap dance routine. Finally came Penelope Piggott's "ballerina's" under the direction of Bill Harris. As they floated to and fro across the footlights with the nymph-like grace (?) of Blue Bombers, they won several curtain calls. Shoemen all, the "gals" got even more fun out of it than the audience.

And Then the Big Quiz Contest!

Mounting the platform, President Murray greeted the gathering and then called on Mr. W. G. B. Dailley, staff superintendent, who, incidentally, brought forth the idea and guided the first spring dance in 1947. "This is your night," said Mr. Dailley with a welcoming smile, "make the most of it." It was then time to "roll out the barrel" and churn up its great stack of quiz entries.

The crowd stopped dancing and faced the stage as Mr. Dailley then plunged his arm into the barrel and drew out each lucky number for the quiz contest.

Lady Luck smiled on two Eatonians to the extent of providing them with new spring ensembles in the latest fashion. They are Phyllis Main (wages office) and Jimmy Carson (sporting goods, mail order). Mrs. M. Walker (dress goods, mail order) was the delighted winner of a set of dishes. Sarah Emms (women's suits and coats, mail order) took home a mantel radio. Georgette Fontaine (117) won a lovely torchiere lamp. Mrs. Reg. Carter (paints) tripped home with a gladsome bag. Mary Galsky (116) was the delighted winner of twin travel cases.

Other prize-winners were: C. Jones, winner of the vacuum cleaner; M. W. Horbay, who won the ladies' watch, and Joyce Sullivan, winner of the men's watch; B. Stepenick took home a fine pair of blankets.

Seat prize-winners: Marcia Radford (sporting goods), Gladys Burns (juvenile, mail order), Nettie McPherson (juvenile) (obviously it was Nettie's night—she also won a hockey pool!); Claudette Patry (daughter of Mr. Frank Patry, meats).

Spot dance prize-winners: Margaret Gudbranson (122C) and Sam Perry; Shirley Galaugher (expense office) and Doug Hurst.

Congratulations, you lucky folks, from all the rest of us!

Yes, it was great to get together in such large numbers. We are a big family, scattered over forty-five acres of floor space in the Company's Winnipeg premises. As we hurry to and fro from the store, the mail order, the printing, the warehouse, or garage, we pass the friendly, familiar faces of countless Eatonians we'd like to know. Well, here were hundreds of them with welcoming smiles and out-thrust hands! So nice to meet you—let's do it again next year!

* * *

Description of Pictures on Facing Page

Top Row—Left: Penelope Piggott's "Ballerinas" had big feet but they won a big hand, too! Right: Ellen Deason and Myra Reid made charming hostesses.

Second Row—Left: Joyce Barnard, tap dancer de luxe. Centre: A glimpse of the big dance floor. Right: Elizabeth Mills impersonates Al Jolson with extraordinary fidelity.

Third Row—Left: Phyllis Main answers quiz question to win new spring "scenery." Centre: Another quiz winner. Right: "Meet the girl friend." It was a great night for the young folk.

Fourth Row—Left: Mr. Dailley picks the winners. Right: Mrs. Walker wins a new set of dishes.

See Also Pictures on Contacts' Front Cover



It's Broadcast Time for Eaton's Junior Council and Executive!

See Write-up on Facing Page.



No Low Spirits at "Hi-Crowd Harmony"

Broadcast by Eaton's Junior Council and Executive

*"Eaton's, the favorite store of the Hi-Crowd, brings you . . .
Hi-Crowd Harmony, a joint presentation by Eaton's Junior
Council and Junior Executive."*

With these words the third annual broadcast of Eaton's Councillors and Executives, featuring their own talent, began on Saturday morning, April 2. The broadcast was put on by the Winnipeg high school representatives who have served this past 1948-49 season as councillors. Selected as outstanding students in the various city high schools, the councillors are acting as representatives between Eaton's and the hi-crowd until May 14, at which time they will say good-bye to make way for the new class coming up.

The half-hour musical show was broadcast over CBW and written by Miss Edna Middleton, junior council adviser. Norm McBain was announcer, assisted by Frances Jobin, senior councillor for 1948-49, and Paul Herriot, senior councillor for 1949-50.

Group Choir Sings

Opening and closing music for the program was provided by the Junior Council-Junior Executive Choir, who also sang two special numbers. Under the direction of Mrs. Lola MacQuarrie, with Harold Green at the piano, they presented "Zip A Dee Doo Dah," "Trade Winds," and "The Old Chisholm Trail."

Among the artists were three junior executives who were stars this year in the high school operettas. Jim Smith, of Lord Selkirk, sang "Ruler of the Queen's Navy" from the Gilbert and Sullivan operetta "H.M.S. Pinafore." "My Object All Sublime," from "The Mikado," was the song chosen by Jim Dickie of Gordon Bell, while Frank Danna of General Wolfe sang "Come Back To Sorrento."

Other artists on the program included Jim Wall, Norwood Collegiate, with a piano presentation of "I'm in the Mood For Love"; Helen Stark, Isaac

Newton, who sang "One Day When We Were Young"; and Leone Wach, Isaac Newton, who played a violin solo, Gounod's "Ave Maria."

A trumpet number, "Sugar Blues," featured George McCoy, of West Kildonan Collegiate. Clara McIntyre, Sacred Heart Convent, sang "Galway Bay," and Virginia Yorkiewich, from Daniel McIntyre, recited "New Food." Another piano selection, "Sunrise Serenade," was played by Bruce Shearer, from Chapman School. Audrey Vineberg, of Lord Selkirk, played accompaniments during the program.

* * *

Description of Pictures on Facing Page

Top, left—Mrs. Lola MacQuarrie leads the Eaton Junior Council-Junior Executive choir.

First Row—Left: Virginia Yorkiewich, Daniel McIntyre. Centre: Leone Wach, Isaac Newton. Right: Jim Wall, Norwood Collegiate.

Second Row—Left: Helen Stark, Isaac Newton. Centre: Paul Herriot, St. Paul's College. Right: George McCoy, West Kildonan Collegiate.

Lower Row—Left: Clara McIntyre, Convent of the Sacred Heart. Centre: Bruce Shearer, Chapman School. Right: Jim Smith of Lord Selkirk sings, accompanied by Jim Dickie of Gordon Bell on his left, and Frank Danna of General Wolfe on his right.

Recent Appointments

(Continued)

Department W1767—Drapery, upholstering and blinds workshop:

MR. S. PATTERSON, head of department.

The signature of Mr. L. J. Blundell (retiring) will be effective until August 1, 1949.

Department W267—Curtains, shades, draperies and cedar chests: MR. H. PILLING, assistant.

A New York detective agency that specializes in tracing missing persons has been employed by more than 70,000 wives to find their husbands, but by only 15 husbands to find their wives.

—Freling Foster in Collier's

The secret of success in conversation is to be able to disagree without being disagreeable.

Nice Meeting You, Mr. Braund!

(But Not at Sword's Point)

If Mr. George Braund, Eaton's, British Columbia, had lived in the romantic days when gentlemen wore swords, footpads and hot-tempered gallants alike would have given him a wide berth! Why? Because Mr. Braund is a champion swordsman. A native of Wawanesa, Man., and a one-time member of the draperies department, Winnipeg store, he is in charge of staff training at Eaton's, Vancouver. This picture was taken while he was in Winnipeg recently on a business trip. During World War I he was officer in charge of education, C.R.U., England.

Dominion fencing champion for 1947, Mr. Braund won the B.C. championship for 1946-7-8 and the Pacific international fencing title for 1948. All of which makes him eligible for the Empire games.





Top Row—Left: "Handing up"—rich with butter, eggs, fruits and spices, the hot cross bun mixture is made ready for the "divider" machine. Left to right are Jock McSloy, Vivian Roberts, Bill Wilkinson (in foreground), Sam McMasters, Jack Gordon, Andy Drydek and "Handsome" Johnny Haak. Right: Baking in the big electric ovens is supervised by Pete Stefanyshyn (at right).

Lower Row—Left: Fresh from the ovens to the grill room products counter. Buns are stacked in these carriers and a tray of the delicious baking is held by Minnie Reimer, who might well be elected "Hot Cross Bun Queen" with that alluring smile! Right: This parcel tying machine seems to have almost human-like ingenuity. Place a box of buns beneath its magic arm and presto! It ties the string around some ten boxes in one minute flat! Operating the machine is Cecil Senchyshyn. Joan Winmill looks on admiringly.

BUNS BY THE TON!

To slip into the big Eaton kitchens at "hot cross bun time" and sniff the heavenly scent of hot, spicy goodness emerging from the ovens, is enough to make the average reporter drool like a hungry schoolboy! Small wonder that despite the large-scale operations, our bakers have to hustle like all get out to supply Eaton customers with this Easter treat.

Only the finest of ingredients are used. These include veritable mountains of flour, butter, eggs, sugar, fruits and the "spices of Araby"—wholesome and delicious! (In fact we could do with one right now!)

Are You a Golfing Granddaddy?

First event on the men's golf calendar is the
Grandfathers' Field Day to be held at Elmhurst, Monday, May 30

The annual field days for all classes will be held on June 13, 14, 15 and 16.
The seniors' event is scheduled for Monday, August 29.



"Golden Boy" and "Crandall Boy"—the magnificent chestnut team that capture the hearts of horse lovers everywhere they go. Their driver is Bob Houston.

OFF TO THE FAIR

The Winter Horse Shows at Regina, March 28 to 31, and Brandon, April 4 to 8, were attended by a string of horses from the Winnipeg store's delivery, and shows were put on twice nightly in each city during the exhibition, as well as an occasional matinee in the afternoon for school children. Eaton horses have a warm place in the hearts of Western Canadians, and the applause that greeted their every appearance, before exceptionally large crowds, was a tribute to the Company whose proud name they collectively bear.

Ten horses made the trip, the two "Chaings," ("Soong" and "Mayling"), "Crandall Boy" and "Golden Boy" (the magnificent chestnut team seen downtown every day making hotel and railway deliveries), a team of greys ("Lucky" and "Prince"), "King," "Gold Leaf," "Golden Girl" and "Madam Charm." Every one of them was in the pink of condition, their bloom exciting the admiration not only of the crowds of spectators but of the judges as well. Though not in competition, they were "placed" at each appearance by that well-known judge of horses, Mr. J. Gilchrist, of Evanston, Illinois, at Regina, and by Col. Stuart Bates, of Toronto, at Brandon.

Scarcely a Flicking Tail!

The crowd really went for these horses, not only for their spirited action but also for their exemplary behavior. When facing the bright lights, awaiting the judges' decisions, amidst thunderous applause and lots of music, horses have to be well trained to stand at attention with scarcely a flicking tail during what must be quite an ordeal for them.

The gleaming harness, the bright, shiny familiar Eaton delivery wagons, and the little viceroy buggies which alternated with the wagons at various appearances, added lustre to this smart show, while the gleaming tack room, with its superb setting of fine harness and the clean, gaily decorated stables, was the mecca of thousands of visitors during all hours the exhibitions were open.

Extra to their indoor appearance the teams were paraded through the principal streets of both cities during the busy afternoon period, and were a great attraction to crowds of shoppers . . .

Assisting Col. Bates at Brandon as junior judge was our own Joan Pickard invited by the Manitoba Winter Fair board to assist the colonel in his de-

liberations and placings, and Joan really did a great job. Deeply interested, keenly observant but totally unembarrassed, she put in a heavy week, being in the ring from three to four hours each show night, and, if we are any judge, getting a big kick out of it.

The drivers who accompanied the show were: Stable foreman J. Blake, R. Houston, Ed Anderson, Al Inglis, John Currie, and wagon and harness man Tom Rogan.

Thank You, Messrs. Maltby and McCausland!

The boys were deeply grateful and greatly appreciated the helpfulness of Mr. Harry Maltby at Regina and Mr. Harold McCausland at Brandon. In spite of most complete loading lists—almost a "blue-print" job—there are always some additional chores, some little additional touches needed here and there, and in that connection Harry and Harold were right on the job, for which we thank them.

Incidentally, Harry was one of our de luxe drivers at Regina. Three appearances he made, each time taking our dark chestnut beauty, "Soong Chaing," just a little closer to the rails at a fast clip, putting on such a "bang-up" show on our last appearance that Judge Gilchrist had no difficulty whatever in awarding him the first ribbon. And that was not all to this most popular climax. One of the many "great sports" connected with the Regina Horse Show is Cece Tremaine, and when Cece piloted "Gold Leaf" to the second ribbon in the same class the applause was terrific even after the horses had taken the gate—a tribute from the crowd to two good relief drivers. Mr. Tremaine is the chairman of the management committee.

Both cities put on exceptionally good shows, and we understand that the returns from an attendance point of view were highly satisfactory.



"LADIES IN RETIREMENT"

Aged Terraces To Be Demolished To Increase Eaton Parking Service

Suggesting prim old ladies in bonnets and bustles, the aged terraces pictured above, which are located on Hargrave Street directly opposite Eaton's store building, had their heyday when Winnipeg was young. Built about 1880, they are to be demolished on May 1 to increase the Company's parking service. The photograph was taken on May 5, 1905, from the top of Eaton's store building which was then nearing completion. In 1911 the terraces gave way to a rapidly expanding down town area and the present store front section was added.

Had they the power of speech, the "old ladies" could doubtless reveal much that is interesting in the history of Winnipeg. At one time this property was the home of two prominent citizens who later were knighted. The assessment rolls of 1882 and 1883 show that "J. A. M. Aikins," barrister, lived at 196 (now 276), while "William Van Horne," C.P.R. manager, resided at 198 (now 278).

Another former resident and leading citizen was William Chambers, one of the founders of Paulin-Chambers Limited, biscuit manufacturers. While excavating for the store fronts in 1911, workmen found a four-inch cannon ball. Years later when excavating before building the present bus depot, a similar cannon ball was unearthed. In the opinion of a local authority on Manitoba's history at that time, shots had once been fired from Lower Fort Garry in the general direction of the terraces which might account for the cannon balls. Anyway, a salute to the "old ladies," may their ashes rest in peace!

RECENT APPOINTMENTS

(Continued from Page Seven)

Lethbridge

Department L270—Furniture, house furnishings:
MR. R. H. WILLIAMS, assistant (pro tem),
during the absence of Mr. D. McNabb due to
illness.

Weyburn

Order Office and Heavy Goods Depot—Department
WEY260: MR. D. D. MANN, in charge.

Brandon

General Office—MR. F. D. PILCHER, head of
department.

Victoria, B.C., Order Office

MRS. M. JOHNSON, in charge.

Nanaimo, B.C., Order Office

MISS M. MORELLI, in charge.

Top Row—Mr. Scott is congratulated by Mr. R. M. Pinfold, assistant general manager, who also presents a gift from 132 department. Looking on are Mr. W. B. Pickard, superintendent (left), and Mr. Dan Galbraith, head of department 132.

Lower Row—A trio of old friends surprise Jack in his office at Alexander warehouse—left to right, Jim Fisher (garage), Jack Smith (truck painting) and Geoff Douglas (delivery).

He Worked for the
"Governor"

**Mr. Jack Scott
Celebrates 45
Years with Eaton's**

There are few Eatonians living who were privileged to know and be as closely associated with the founder, Timothy Eaton, as was Mr. Jack Scott, custodian of Alexander Avenue warehouse, who on Thursday, April 7, celebrated his 45th year with the Company and is one of the "originals"—those who were with Eaton's before the inauguration of Winnipeg store.

John William Robinson Scott (we'll bet a cookie Jack hasn't used that lengthy signature in donkey's years) was born in Toronto and joined the Company there on April 7, 1904, his first job being in the furniture delivery. He has a treasured fund of memories of the "Governor" as Mr. Timothy Eaton was affectionately known to many. As chauffeur for the founder, Jack Scott came in very close contact with that great Canadian.

On Mr. Scott's anniversary morn, the warehouse staff presented him with a handsome illuminated smoking stand and a pair of "posh" looking pipes—Mr. Fred Darnell making the presentation. Mr. Bob Brown, head of department, furniture mail order, presided. There were also congratulatory addresses by Mr. W. D. McLaren, supervisor of the printing, and Mr. Tommy Coy. A lot of nice things were said by the speakers about Mr. Scott—a "decent guy" who built up esprit de corps and co-operation from the warehouse staff. Another highlight was the reading of a congratulatory telegram from Mr. R. S. McCordick, general manager.

Jack's eyes were a bit misty as the three cheers (plus "a tiger and tiger's pup"—the latter from Mr. W. G. B. Dailley) subsided. Thanking the staff, he reminisced about early days when he drove the "Governor." "Timothy Eaton," said Mr. Scott, "was abrupt—he wanted a direct answer—but he was just, very generous and always had the welfare of the staff at heart. A man of very high principles and deeply religious, the 'Governor' had a keen sense of humor and enjoyed a joke. He founded the Eaton organization upon his sterling principles," declared Mr. Scott, "and it has stood the test of time."

Later in the day a presentation was made to Mr. Scott in the ninth floor board room of the store. On this occasion Mr. R. M. Pinfold, assistant general manager, acting for the receiving room staff, presented Mr. Scott with a travel bag. Mr. Pinfold added the Company's appreciation of Mr. Scott's long and loyal service.



"Billy" Reid Retires

After 25 years of helping to keep the Big Store spic and span, W. "Billy" Reid of the night caretaking staff, has retired. To say good-bye to Billy the 132 staff gathered April 1 to wish him the best and present him with a farewell token. On behalf of 132, Mr. D. Galbraith, head of department, presented Mr. Reid with a handsome gladstone bag.

One of the newer Quarter-Century Club members, having reached the mark on January 7 of this year, Billy is saying au revoir to Eaton's and his many friends here for health reasons. He and Mrs. Reid plan to visit the coast for a short time after which they will make their home in Winnipeg.



Top Row—Left: Mr. G. S. Houston, assistant, presents Mr. W. R. Pennock with an anniversary gift. Right: Mr. Claude Osborne on his anniversary morn.

W. R. Pennock Celebrates 40th Anniversary

The Homestead was the scene of a dinner on Wednesday evening, March 23, when the mail order sales room staff and friends gathered to honor Mr. Ross Pennock on his fortieth anniversary with the Company.

The celebrations started on the morning of the anniversary day when Mr. Pennock came to work and found his desk gaily decorated. Then followed the presentation of a mantel radio, pen and pencil, as well as a set of pipes and a beverage set, Mr. G. S. Houston, assistant, acting on behalf of the staff.

A group at the St. Vital Legion Hall who turned out to honor Claude Osborne.

Among the honor guests at the dinner were Mr. Pennock's wife and his mother who, happily, was visiting from Gananoque, Ont., Mr. Pennock's birthplace. As their share in the anniversary festivities, Mrs. Pennock was presented with a bouquet of roses while Mr. Pennock's mother received a corsage.

William Ross Pennock joined Eaton's in Toronto where he remained in the mail order operating for nine years before transferring to Winnipeg.

Mrs. Pennock was a former Eatonian, being Miss Anna Laura Maxwell of the drugs; they have one daughter, Mae.

Claude Osborne Feted on 40th Anniversary

Two miniature curling rocks and a broom were among the gifts received by curling enthusiast Claude Henderson Osborne, mail order adjusting, in honor of his fortieth anniversary with the Company, Friday, March 25. Also on his desk—festively decked for the occasion—was a handsome leather gladstone bag, the gift of his department.

That same evening about 140 associates and friends gathered in the St. Vital Legion Hall to celebrate Claude's important milestone with the Company. During the evening Mr. J. H. Merrett, head of department, called on Mr. A. H. Young, mail order superintendent, who presented Claude with an occasional chair on behalf of those assembled. Following this, Miss Irene Martin, 117, presented Mrs. Osborne (formerly Miss Marguerite Cramer of 118), with a bouquet of roses.

Mr. Young spoke of Claude's sterling qualities as an Eatonian and lauded his fine work in and out of the store. Claude has been chairman of the board of managers, Regent's Park United Church for 10 years.

Mr. and Mrs. Osborne have two sons, James, who is a physician in the northland, and Thomas, who graduated last year with a B.Sc. in Honorary Geology.

Carpet Staff Honor Richard A. White

Forty years with the carpet staff of Eaton's was celebrated by Mr. Richard White on Thursday, April 7, and to mark this outstanding record, "Dick," as he is popularly known, was presented with a mantel clock by Mr. W. Patterson, head of department, acting for the staff.

Born in London, England, Richard Alexander White has spent a lifetime in the floor covering business. A skilled estimator of long experience, he is today a valued member of the carpet workroom squad. Mr. and Mrs. White have one son, Desmond, who is in the teaching profession.

Dick's favorite hobby is sailing and with a spanking breeze behind his own boat "heaven can wait!" He's also a keen bridge addict so take care, Mr. Culbertson!



Mr. Richard White thanks his associates for his anniversary gift

Alfred G. Wallace Reaches 40-Year Milestone

Forty years ago on April 13, a fine, strapping Irishman started with Eaton's drapery workroom, and he has been there since. That man is Alfred G. Wallace, now first assistant.

In honor of the occasion, the workroom staff gathered around his decorated desk on the anniversary morn to congratulate him and to present him with a Duncan Phyfe end table, Mr. L. J. Blundell, head of department, doing the honors. Mrs. Wallace was sent a bouquet of flowers as her share of the event.

That evening the new rumpus room of Mr. H. W. Cooper, drapery supervisor, was the scene of an anniversary party honoring Alf, as he is affectionately known. Members from both the department and the workroom were present to congratulate their associate. On behalf of those present, Mr. Frank Carpenter, formerly merchandise office representative (now retired), presented Mr. Wallace with a Ronson lighter after which Mr. Cooper extended congratulations from the assembled friends.

"I have always enjoyed my job with the workroom staff," Mr. Wallace said in his thank-you reply. "They all seem to work on the same motto which has guided me throughout my service—'If a job's worth doing, its worth doing well.'" Except for four years during

World War I which Alf spent in France as a sergeant with the eighth battalion, he has served continuously with the drapery workroom since 1909.



Mr. L. J. Blundell, head of department, congratulates Mr. A. G. Wallace on behalf of his associates.



EATON'S

TRANS-CAN

**Monday
May 2**

• • •

**Tuesday
May 3**

Because of long-range planning—and because we purchased in quantities to meet the need of Eaton customers across Canada—we have been able to achieve great and unexpected savings on things you need for yourself, your family, your home!

LET'S ALL BE READY TO DO OUR PART!

The Trans-Canada Committee have done their job in bringing to the Canadian people merchandise outstanding in quality and representing many thousands of dollars in savings. May those of us on the selling front go forward with a sense of responsibility, determined to uphold the Company's traditions of good service . . . and to make this the greatest sale on record!

See the Big 24-Page Flier Crowded With Value News!



FROM COAST TO COAST

ANADA SALE

nationally Great Shopping Days!

HIGHLIGHTING THE TRANS-CANADA SALE IS THIS GOOD NEWS!

QUIZ FOR EATON EMPLOYEES

Featuring 28 Prizes for Best Answers

First Prize . . . Merchandise Voucher \$100.00

Second Prize . Merchandise Voucher \$75.00

Third Prize . . Merchandise Voucher \$50.00

Five Prizes, Merchandise Voucher, \$20.00 each Ten Prizes, Merchandise Voucher, \$10.00 each

Ten Prizes, Merchandise Voucher, \$5.00 each

Five Prizes For Lucky Quiz Card Numbers of \$5.00 Merchandise Vouchers
(provided quiz answers are completed)

Each employee is entitled to one entry only. Winners will be announced during the week of May 9.

HERE'S WHAT YOU DO!

Questions are based on the inspection of the window displays and reading of the **Special Trans-Canada Flier**.

Be sure to get a quiz entry from your head of department. Study the questions carefully, then complete your entry and return it to your department office before 9 a.m., Monday, May 2.

Good Luck, Folks! You've a Wonderful Chance To Win!



Top Row—Left: Glen Robison. Right: Tom Carson.
Second Row—Left: Norman Reid (seated at centre).
Right: Henry Sherwood. Lower right: Tom Ward.

(See write-ups on pages 23 and 24)

NORMAN REID

"I've spent the last thirty-five years with a good Company in good company," Norman Reid told members of the receiving room staff on Thursday, March 31, when they gathered to honor him on his thirty-fifth anniversary morn. On behalf of department 132, Mr. A. D. MacDonell, employment office, presented Norm with an easy chair. He also received a Comoy pipe from the eighth floor boys.

"It's surprising that a good Scotsman like you, from Stornoway, has survived so well among the Irishmen," the boys kidded Norm as they congratulated him. But Norm replied that his six years spent in the heavy hardware and the twenty-nine that followed in 132 department have been the happiest in his life.

The coming of spring is something Mr. Reid is looking forward to with enthusiasm, as he is an ardent gardener.

Mr. and Mrs. Reid, who is also Scotch, have two children, Catherine at home, and John Norman, who is with the Bank of Commerce in Calgary. They had one other son, John Malcolm, who was killed during the last war. He was a flying officer with the Pathfinders.

TOM CARSON

(Head of Department 928)

"May your shadow never grow smaller" . . . this extract from a batch of congratulatory wires sent to Mr. Tom Carson on his 35th anniversary, April 8, expressed the sentiments of a host of friends who declare that the genial head of 928 department (basement store) has a heart as big as himself—and Tom's 200-odd pounds certainly make a robust shadow!

Mr. Carson's big day started with a breakfast party in the grill room during which he was presented with a lovely coffee table by Mr. John Dunlop, supervisor, acting for the staff. Mr. Murray Tasker presided.

Thanking Mr. Carson for his 35 years of loyal service to the Company, Mr. W. G. B. Dailley, staff superintendent, said that the former had worked for him 30 years ago. "Mr. Carson had a strong selling instinct," added Mr. Dailley, "he is also a hound for work and gets a lot of fun out of it."

Mr. Dunlop also paid a warm tribute to Mr. Carson's loyalty, cheerfulness and capacity for work.

Congratulatory wires from Company points and business connections were read by Mr. A. D. MacDonell.

Responding, Mr. Carson said that Eaton's basement store was known all over the world as one of the greatest. He thanked Mr. Dailley and Mr. Dunlop for the inspiration and knowledge he had received from them and the staff for their splendid support, concluding with: "I hope you will all get as much happiness out of working for the T. Eaton Company as I have."

During the evening a stag party was held in Mr. Carson's honor when he was also presented with a beautifully framed Lancashire scene, Mr. Murray Tasker acting for those present. Guests included three Hamilton factory representatives—Ed. Layden, E. A. Warden and W. E. Skerrett.

Manchester born, Tom Carson started with Eaton's on the elevators staff and has been "going up" ever since. He wore a kilt over that sturdy frame in World War I. Mr. and Mrs. Carson have three strapping sons—David, Rod and Ralph.

TOMMY WARD

It was Monday, April 11, and a lovely spring morning with the sunshine already streaming through the big picture windows of the ninth floor board room as, at 8:30, representatives from the sales audit, C.O.D. office and head cashiers gathered to honor Mr. Tommy Ward on his 35th anniversary.

Mr. L. E. Summers, supervisor, spoke of Tommy's long and devoted service, his friendly attitude towards others that helped to keep the system rolling smoothly. He then presented Tommy with a handsome easy chair, the gift of his associates.

The charming Mrs. Ward (formerly Elsie Morgan, china department) was the recipient of a beautiful bouquet, presented by Llana St. Jean.

Mr. Rod Anderton, supervisor, sales audit, added his congratulations and a word of tribute about the Ward brothers, Tommy and Jimmy—two solid Eatonians.

A Lancashire lad, Tommy won the Military Medal in the 1st World War. Congratulations, Tommy, from your many friends in these parts!

GLEN ROBISON

The centre of attraction in the mail order staples department on Saturday, March 26, was Glen Archibald Robison, for that is the day he celebrated his thirty-fifth anniversary with the Company.

On his arrival at work, Glen found the staff gathered around his gaily decorated desk to congratulate him. Mr. J. H. Egerton, first assistant, acted on behalf of the group to present Glen with a gleaming sandwich and waffle grill, for which Mr. Robison expressed his delight.

Born in Milton, North Dakota, Glen started with Eaton's shortly after his arrival in Canada. He spent part of his service in the farm implements, coats and sweaters, as well as men's furnishings, before transferring to his present department, where he has been for the past 25 years.

Mr. and Mrs. Robison have four children—Harvey, with the mail order sporting goods; Bill, Elva and Lloyd, as well as five grandchildren.

While Glen looks forward to summer for motoring, one of his favorite pastimes, he is not forgetting next fall—the opening of the hunting season, so dear to his heart.



Foster Johnson Honored

Presentation To Veteran Eatonian For His Long and Valuable Service To Eaton Sports Activities

In recognition of his many years of tireless effort and sound counsel to all the various athletic activities of the Company, Mr. Foster Johnson ("Fos" to his legion of admirers) was presented with a handsome pair of leather travel cases on Friday, April 8, in the ninth floor board room. The presentation was made by Mr. R. M. Pinfold, assistant general manager, who thanked Foster on behalf of the Company "for all you have done." Attending were representatives of the various Eaton sports activities. Mr. W. B. Pickard, store superintendent, presided.

"Mr. Johnson has been interested in the athletics of the staff since the early days of Winnipeg store when hockey was the only activity, and has been a great help to the various groups," said Mr. Pickard.

Responding, the genial Fos modestly declared: "Anything I have done has been a pleasure." Now in his 41st year with the Company, Foster Johnson has been guiding

Eaton sports activities for the past 25 years. In that period he has seen a widespread growth and development until today Eaton sports organizations number 850 golfers, 600 curlers, 450 bowlers, 200 softballers, 130 skiers, a hockey league, a bridge league, a riding club, a cricket club and a badminton club—or approximately 3,000 Eatonians belonging to sports clubs within our own organization.

Thirty-Fifth Anniversary (Continued from Page Twenty-Three)

HENRY SHERWOOD

As a department gift on his thirty-fifth anniversary with the Company, a lovely torchiere lamp was presented to Mr. Henry Sherwood (mail order packing) on Saturday morning, April 2 (actual anniversary date was April 3). His desk was all decked out for the occasion and during the morning many of his store and mail order friends called to congratulate him.

"It's a long way to Tipperary," the birthplace of Mr. Sherwood in Eire, and although he would like to go back and visit his native town, his heart is now in Winnipeg.

Except for four years spent as a driver in Belgium, France and Germany during the first World War, Mr. Sherwood has spent the last 35 years with Eaton's mail order packing department. His wife was also an Eatonian, being the former Miss Martha Neill of the hosiery department.

Summer can't get here fast enough as far as Mr. Sherwood is concerned, as he is an ardent gardener and likes to view "the fruits of his labors."

Jack Williamson "Calls It a Day"

A member of our night caretaking staff for over 29 years, Mr. Jack Williamson retired early in April, and after planting his garden, is planning a visit to the old country.

Jack is a Staffordshire man and an iron moulder by trade. In his youth he played football—outside right—for West Bromwich. A widower, he has two sons and two daughters all married.

On the eve of his retirement Jack was presented with a fine gladstone bag by Mr. Dan Galbraith, head of department, on behalf of the caretaking staff. A smart gift to carry across the gang-plank, Jack. Bon voyage and the best of luck!





Top (left to right): A. Bowman, A. Boultbee (the guest of honor), A. Murray, chief engineer; W. D. McLaren and J. R. Scott.

Lower left: "Ah! this is the life!" sighs Arnold, sinking into the easy chair presented by Mr. W. D. McLaren (standing).

Lower right: "A bunch of the boys were whooping it up!"

Double Salute For Arnold Boultbee

Engineers, Printers and Warehousemen Honor Engineer's 30th Anniversary and Retirement

The night of March 25 will always be a standout in the memory of Arnold Boultbee, engineer at the printing plant and Alexander Avenue warehouse, who a week before completed three decades with the Company and decided to retire. To give Arnold a fitting send-off, the engineers, printing plant and warehouse gang staged a party at the Majestic Hotel. Mr. Alex Murray, chief engineer, presided, and over 150 attended.

As a parting gift from the printing staff, Mr. W. D. McLaren, supervisor, presented Arnold with a luxurious easy chair and matching footstool. The engineers' tribute was a fisherman's dream come true—a "honey" of a steel rod, a reel from Sweden and 20-lb. test line. For good measure the warehouse crew added a telescopic sight for Arnold's rifle, presented by Mr. J. R. Scott. Mrs. Boultbee was also remembered with a bouquet of roses. Song, entertainment and a buffet supper followed.

A man of many interests, Arnold Boultbee, who hails from Birkenhead, England, worked on the installation of Eaton telephones for the Bell Telephone Co. back in 1907. A fisherman and hunter, he has also raised gun dogs and angora rabbits, gone in for beekeeping and gardening and poultry farming. Indeed, whenever the late Sir John Eaton came to Winnipeg it was the Boultbee "special" eggs that supplied his private car "Eatonia." So cheerio, old timer—time certainly won't be heavy on your hands!

1919 — 30th Anniversaries — 1949

BERTHA STRINGER (mail order prices and enquiry)	April 1
HARRY DEE (mail order packing)	April 1
FRANK GIBSON (department 274)	April 5
THOMAS W. COX (delivery dept.)	April 5
OLIVE ADAMS (sales audit)	April 7
ANNE PATTERSON (wages office)	April 7
GEORGE OTLEY (night caretaking)	April 14
ANDREW B. JOSS (department 1745)	April 14

EDNA D. BOLTON (department 22)	April 14
FRANK A. McGOWAN (depart. 272)	April 17
JAMES ROBERTS (delivery office)	April 21
EVA CUMMING (city exchange)	April 21
HARRY JACKSON (department 1745)	April 28
LILLIAN B. HARPER (mail order correspondence)	April 28
GEORGELINE COUTURE (mail order exchange)	April 29



30 YEARS WITH EATON'S

JAMES ARGUE (Top Left)

In honor of his 30th anniversary with Eaton's, Mr. J. A. Argue (first assistant, piano department) was presented with a trilight lamp on March 25 by Mr. A. Wallis, supervisor, on behalf of the staff. Major Jim's good wife received a bouquet of roses as her share in this signal event.

ALLAN MASON (Top Right)

Mr. A. Mason (carpet and linoleum department) celebrated his 30th year with the Company on Thursday, March 24. Presentation was made before store opening of field glasses from his associates by Mr. W. Patterson, head of department. Very proud of his three grandchildren who live in Ontario, Mr. Mason is looking forward to a visit from them this summer.

BOB MAJOR (Second Left)

Three decades with the Company were celebrated by Mr. R. E. Major (men's shoes) on March 31 when the staff presented Bob with a coveted Victor radio to make the event a standout. His desk was a masterpiece of artistic decorating as can be glimpsed in the picture. Mr. Graham Travers, group manager, conveyed the staff's best wishes.

BERTHA STRINGER (Third Left)

Bertha Stringer (mail order prices and enquiry) was also honored on her 30th anniversary with Eaton's—an event of April 1. Sure, it was April Fool's Day, but there was no foolin' about the lovely table lamp that adorned Bertha's desk, the gift of her departmental associates.

FRANK GIBSON (Lower Left)

"Gibby" Gets Picture of the Month

On achieving his 30th milestone with our Company, Frank (popularly known as "Gibby") Gibson was given a great ovation by his fellow workers of the picture department. The galleries were ornate with gay decorations symbolizing the occasion as the staff assembled to greet Mr. Gibson on his arrival.

Mr. N. Forbes, supervisor, spoke of "'Gibby's' ability to win friends and to win sales." Mr. Norm. Gregg head of department, then presented our hero with a Westminster chimes clock on behalf of the staff. Flowers were also sent to Mrs. Gibson.

The piece-de-resistance was the unveiling by Mr. Wylie of the "picture of the month"—a richly framed portrait of Mr. Gibson by an artist who (fortunately for himself) decided to leave town.



Timothy Eaton

Quarter Century

Club no.

Inaugurated 1919



Welcome to the EATON Quarter-Century Club



Left: Miss Eva Jansen smiles on her anniversary morn.
Right: Miss Maude Egan (millinery) prepares to unwrap her gift.



JENNIE MAUDE EGAN

Saturday, March 19, was a big day for Maude Egan (millinery) for that is the day she became a member of the Eaton Quarter-Century Club. Her twenty-five years with the store have all been spent in the millinery department and so, for her conscientious work over the years, Mr. F. O. L. Wicks, supervisor, presented her with a lovely mantel radio, pen and pencil set and bouquet of red roses on behalf of the staff.

Miss Egan also received congratulations and numerous gifts from her many friends around the store.

A native of Manitoba having been born in Springfield, Maude has many hobbies but reading and listening to the radio are her favorites. Best wishes, Miss Egan, and continued happiness!

EVA JANSEN

Spring flowers were the central motif of Eva Jansen's decorated desk on Tuesday, March 29, the day she celebrated her twenty-fifth anniversary with the Company. A member of the accessories workroom, Eva was honored by her associates who presented her with a beige and brown travelling case and a brown morocco handbag in honor of the day. Mr. L. E. Christie (first assistant) made the presentation. She also received a lovely rose corsage from the staff as well as many other gifts from friends around the store and mail order.

The girls of the workroom also took Eva to breakfast in the grill room following the presentation.

Born in Manitoba, Miss Jansen has a keen sense of humor and enjoys reading good books. Her duties are sewing ribbon novelties and initials on scarves, an interesting job that has always been done most efficiently.



Mr. P. F. Brigden.

With the E.R.A.P. and Eaton Life Assurance

"WE CANNOT LOSE!"

Mr. P. F. Brigden Addresses First Assistants' Association

It was Friday, April 1, a significant date, 'tis true, but the speaker was not fooling, as he gave a serious and thought-provoking talk entitled "Life Insurance, a Necessity."

A brief history of the origin and purpose of life insurance was given by Mr. P. F. Brigden to the Eaton Assistants' Association at their monthly dinner meeting held in the grill room on Friday evening, April 1. Mr. George Murray, president of the Association presided.

As western manager of The T. Eaton Life Assurance Company, Mr. Brigden outlined the growth of life insurance since 1920, the year the former company was incorporated.

"Life insurance has survived many financial crises," said Mr. Brigden citing the 1914 war, the flu epidemic of 1918 and the financial crash of 1929. Outlining the safety and security through gilt-edged investments of policy holders' money and continuing with a word to the wise not to buy wild-cat stocks, he stressed, "Don't be one of the new crop of so-called 'speculators'—rather consider such sound enterprises as the Life Insurance Savings Plan."

E.R.A.P.—A Wonderful Plan

Most interesting and important was the fact that insurance and the E.R.A.P. plan were almost inseparable—the latter being a wonderful plan of security for those who attain 65 years of age. Taking as an illustration a young married man, Mr. Brigden pointed out that if this man should die at an early age, there would be insufficient funds to sustain the family, therefore, "life insurance is a necessity."

The Eaton Annuity dispels the fear of living too long without economic security while fear of dying too soon has only one answer for most people—Life Insurance.

His closing remarks were: "It is great to belong to the Eaton organization—with the E.R.A.P. plan and Eaton Life Assurance WE CANNOT LOSE!"

CECIL F. MARSDEN

The supply department turned out en masse Wednesday morning, April 13, for a breakfast party honoring one of their staff, Mr. Cecil Frank Marsden, on his quarter-century anniversary with the Company. The anniversary date actually fell on April 15 but as that was Good Friday, the celebrations were held early. Mr. George Poole, supply assistant, acted as chairman for the breakfast party.

Present also at the morning gathering were representatives from the box and bag factory, a department in which Mr. Marsden spent part of his Eaton service. As a memento of the occasion, they presented Frank with a Parker pen and pencil set. His gift from the supply department was a gladstone bag which was presented by Mr. J. E. Hutchinson, supervisor. On his decorated desk were also many individual gifts including a Ronson lighter.

Mr. Marsden was born in Maidenhead, England, and left there as a youngster. He is looking forward to a trip back to his native land in July. At this time he will visit with brothers he hasn't seen for thirty years.

Congratulations, Frank. Here's a wish for health and happiness from your many Eaton friends.

Left: Mr. J. E. Hutchinson, supervisor, presents Cecil Marsden with a gladstone bag.

Twenty-Eight





"And So They Were Married"

Spring, the herald of happiness, has added seven more lovely Eaton brides and two Eaton bridegrooms to her ever-growing list of newlyweds. For them "The Wedding March" was the number one hit tune of the April song parade.

Top Row—Left: Miss Ellen Sigurdson, fifth floor restaurant bar, was married April 30 in Gimli Lutheran Church to Gordon Morden. Pictured with the bride, who is second from right, front row, are: D. Saunder, M. Felsch and R. Mortenson; back row, K. Post, S. McKay and H. Klug. Centre: The budget plan office had two brides during April. At left is Miss Ethel Newmark, who was married quietly during the latter part of April to Mr. Bruce Penny, and at right is Mrs. Jessie McDonald, who became the bride of Graham Gillespie, men's furnishings, at a quiet wedding on April 6. Seen in the centre is Mr. F. Sails, head of department. Right: A bride of April 16, Miss Marguerite Louis, information desk, became Mrs. Lloyd Spencer at a Calgary, Alberta, wedding. (Seen at centre in light suit.)

Lower Row—Left: Doris Napier, dress goods, married James Fenton at the Atlantic Avenue United Church on April 27. Centre: Mrs. Edward Chitty, who was married April 8 at Knox United Church, was the former Winnie Flynn of the mail order routing section. Right: The ticket writing office contributed not only a bride to the April wedding march but a groom as well. Mr. Harvey Bellamy and Miss Irene Asselstine were married in Dugald, Man., on Saturday, April 2.



Top Row—Left: Mr. W. J. Thomson is congratulated by two of his D.A. staff members, Miss Evelyne Landsley (left) and Miss Maudie Scott (right). Right: Mrs. Thomson receives flowers from the D.A. staff presented by Mr. R. Clark, assistant.

Lower Row—Left: Among those present were the group above. Centre: Mr. Thomson responds. Right: Mr. Clark is seen presenting Mr. Thomson with a golf bag from the staff.

D.A. Office Honors Mr. W. J. Thomson

On Saturday, March 19, members of the D.A. office held a reception at the home of Mrs. F. Gibbs in honor of Mr. W. J. Thomson who was recently appointed head of the budget plan and contract in addition to his present duties. Presentations of flowers to Mrs. Thomson and a golf bag and "ammunition" to Mr. Thomson were made on behalf of the staff by Mr. R. Clark, assistant.

Those assisting in the reception comprised Miss V. Noble, Mrs. I. Peterson and the Misses E. Landsley, M. Scott, D. Smith, B. Hammond and Patricia Gibbs. A very enjoyable evening was spent as evidenced by pictures.

"Presidents George & Co."

Bowling Executive's Annual Get-Together

Those who guide the Eaton Bowling League—recognized as one of the largest and finest organizations of "keglers" in North America—gathered in the Prairie Room of the Marlborough hotel on Friday, April 1, for a social evening. Following a delicious steak dinner, President George Firth welcomed his executive and thanked them for their splendid support throughout the season.

Songs by Joyce Farmer, who starred in the recent Eaton Talent Quest revue, were keenly enjoyed. Joyce's lovely lilting soprano is always a delight to hear.

Among the 27 present were the three Georges who have all graced the presidency of the league with distinction. These are: that going concern, President George Firth, also George Johnson and George Robinson whose fine contributions in helping to build up the league over the years are too well known to need mention here.

Unable to be present was another past president whose untiring efforts for the league are equally well known, namely Bill Curry.

It was an evening of solid enjoyment—with old friends swapping reminiscences or gathered around the piano singing the old songs as Tom Laidlaw struck the keys with those maestro fingers!



Top Row—Left: Among those present. Centre: Cliff Butler gets the songfest rolling. Right: Salmon trophy winners—Alice Bunch, Neil Merritt, Ken Barr, skip; Jim Ross.

Lower Row—Left: The Champs—Mel Stewart, Thelma Yanick, Fred Pilcher, Cliff Butler. At extreme right, Mr. H. R. I. McCausland, store manager. Right: Neil Merritt and Bill McAllister give the gals a hand with the serving.

Through The Mail From Brandon

Wheat City Eatonians Curling Wind-Up

Although the actual season was over, forty curling-conscious husbands, wives and sweethearts gathered at the Brandon Golf and Country Club Tuesday evening, March 22, at 7 p.m., for the annual turkey supper and dance to bring to a close another very successful curling season.

Yes, it was Eaton's at Brandon again. With Dave Thomas as master of ceremonies; W. McAllister, convener of all good things to eat, and none other than Cliff Butler as sing-song leader. How could a get-together like that be anything less than most successful? Johnny Sutherland, our genial songster from B253, along with Jean Weir at the piano, thrilled the curling clan with several modern solos.

The store curling championship was again won this year by Fred Pilcher and his rink, consisting

of Mel Stewart, third; Cliff Butler, second; and Thelma Yanick, lead.

Mr. H. R. I. McCausland, store manager and sports enthusiast, congratulated the winners and presented them with very suitable prizes.

One of the highlights of the evening was a mock curling game between the rinks skipped by Mr. McCausland and Ken Barr, who after the regular curling draw was over were tied for the consolation prizes. With chalk rings drawn on the dance floor, Ken Barr's rink won the prizes after four exciting ends.

Near the end of the Civil War, when the Confederate forces were falling back on Richmond, an old darky, asked by his mistress for encouraging news, replied:

"Well, missy, due to de lie of de land where dey's fightin', dem Yankees is retreatin' forward, while we is advancin' backwards."

—Southern Lumberman

"What would you do, Jim, if you suddenly saw the whole German cavalry coming straight at you?" an officer asked a Negro soldier at the front during the last war.

"What would I do, boss? Why, I sure would spread the news through France."

—Woodrow Wilson, quoted by W. Orton Tewson
in *An Attic Salt-Shaker*



Canada's Curling Greats Salute Eaton Club

Annual Banquet of Men's Curling Club Pictured on Facing Page

Tributes to The T. Eaton Company and its curlers by Ken Watson, three times Dominion curling champion, and by Gordon Hudson, president of the Dominion Curling Association and also former Canadian champion, were highlights of the annual banquet and presentation of prizes of the Eaton Men's Curling Club, held on Monday night, April 4, at the Fort Garry Hotel. President Finlay Tease welcomed the large gathering and pointed out that the club's memberships were 448 men and 130 women curlers. (This does not include independent groups, which would make the total still larger.) Mr. Tease thanked the Company for making it possible for so many to enjoy the grand old game of curling, and his committee for their unfailing support throughout a very important year.

Smartly executed cartoon cut-outs of the 1949 Eaton champions, Skip Eric Moore, Gord McKenzie, R. Reid and P. Fox, and others lined the walls of the concert hall. Mr. D. C. Howat introduced the various guests of honor and the gentlemen of the press. Addresses were brief and to the point. Mr. W. G. B. Dailley, staff superintendent, spoke of the Eaton Curling Rink and the efficient manner in which it had been managed since its purchase in 1946.

"Skips, Thirds and Laborers"

Curling aces Ken Watson and Gordon Hudson lauded the Company's interest in high school curling and the hospitality it extended to the visiting Royal Caledonians from Scotland. They also welcomed the Eaton curlers into the good fellowship of the Manitoba Curling Association—now in its sixty-first year.

Lauds Eaton Hospitality in East

Speaking of the 1949 championship game, Skip Watson stressed the hospitality extended to his rink by Eaton's, Toronto and Hamilton. "They did everything but tie our shoe laces," he declared.

Mr. L. W. Houston (runner-up) made an eloquent toast to the Watson rink, to which Ken and Charlie Read suitably replied after the rousing cheers had subsided. Toast to the press was proposed by George Paull, to which Johnny Buss (Tribune) replied with characteristic wit and vigor.

Other speakers were Ross Woods, vice-president, M.C.A.; Earl Ramsay, treasurer; and Jack Morrison, vice-president, Eaton's Curling Club; and Mat Matthews, Elmwood Club.

Presentation of prizes followed with Mr. A. H. Young presenting the McGee Memorial Trophy to Skip Eric Moore.

A short but sparkling program, directed by Walter Scott, ended one of our most brilliant curling wind-ups down the years.

* * *

Description of Pictures on Facing Page

Top Row—Centre: Skip Eric Moore and team mates receive the McGee Memorial Trophy (championship) from Mr. A. H. Young, mail order superintendent.

Second Row—Centre: Mr. W. G. B. Dailley, staff superintendent; Mr. Gordon Hudson, president, Dominion Curling Association, and former Dominion champion; Mr. F. G. Tease, president, Eaton Men's Curling Club.

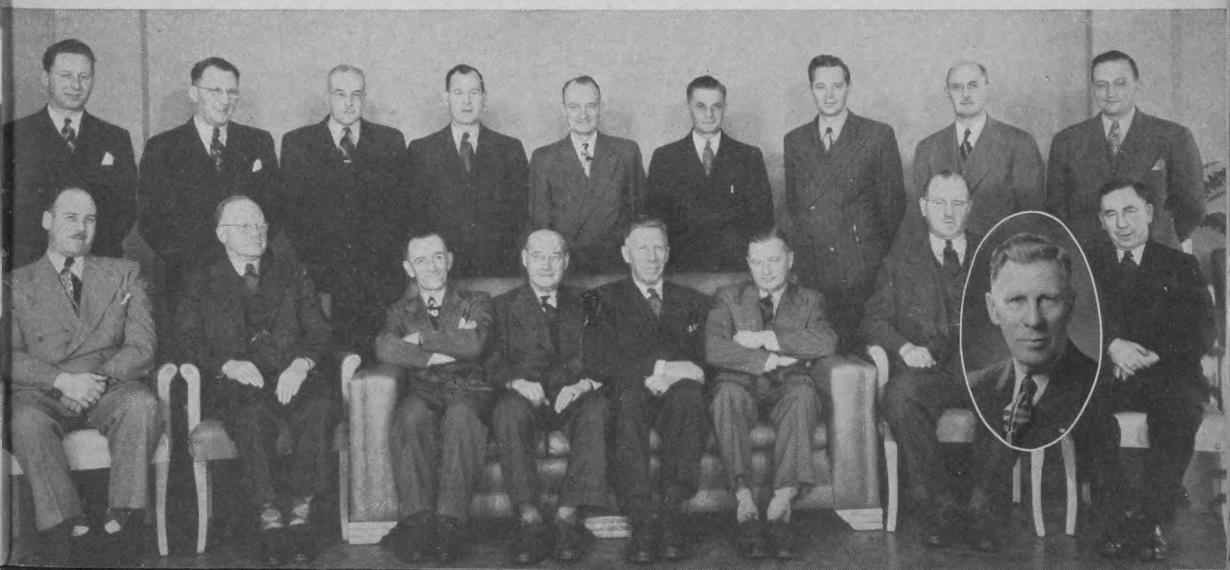
Third Row—Left: Ken Watson, 1949 Dominion champion. Centre: Ice-maker de luxe King Robinson is thanked by Mr. Doug Howat. Right: "I was just lucky," modestly reiterates Champ Eric Moore, on the call of "speech!" At left is Wish Houston, runner-up, whose eloquence won a big hand.

Fourth Row—Centre: Second and third from left are "Scotty" Harper (Free Press) and Johnny Buss (Tribune). Johnny responded to the toast to the press.

Lower Row—Left: H. F. R. Baker, Granite Curling Club. Centre: George McKnight, Deer Lodge Curling Club, and W. Carson, Heather Curling Club. Right: Glimpse of head table, reading from right, D. S. McKeellar, R. O'Dowda, secretary, M.C.A.; W. L. Palk, J. Morrison.

Eaton Curling Executive, 1948-1949

These men guided one of the world's largest curling clubs during its most important year with outstanding success. Front row, left to right: D. C. Howat, E. Ramsay, treasurer; J. Morrison, second vice-president; G. Paull, first vice-president; F. G. Tease, president; S. C. Florence, past president; "Bobs" O'Grady, secretary; J. Robinson. Standing: T. R. Humphreys, W. Scott, G. Allan, G. Agnew, J. Kellas, A. Stewart, W. Hay, L. A. Wimble, W. Hall. (Inset, President Tease.)



**PAINTERS' BONSPIEL
WINNERS**

Left to right—J. Young, Bill Melnyk, G. Wills, Steve Medwick.

Among those at head table, left to right: H. Voegeli, D. Murray, E. Hawkins, Don Ticehurst, president-elect; Syd Florence, Bill Falls, retiring president; J. Morrison, head of department.



**Rip Snorting
Program
Highlights . . .**

Painters' Annual Curling "Do"

Even under the remote direction of that unpredictable dynamo, Jack Morrison, it would be hard to imagine a painters' party with a dull moment—and the annual curling dinner of the knights of the brush held at the Empire Hotel the evening of March 30 was certainly no exception. From the delicious roast beef to the national anthem something was happening every moment.

Retiring President Bill Falls welcomed the guests and thanked his executive for their swell support. President-elect Don Ticehurst bespoke the same co-operative spirit for himself (and we're sure he'll get it). Syd Florence, past president of the Eaton Men's Curling Club, brought greetings from the parent club. Adding pleasure to the occasion was the arrival of Mr. G. M. Eaton, director, who dropped in on his way to keep another engagement and wished the boys a happy evening.

Mr. Jack Morrison, head of department, congratulated the club on a fine record for the season.

Ribs and squibs by Fred Lambert's "Oscar" proved a side-splitter. "Oscar" evidently knew the "low down" on all the players and lampooned them without mercy. Don Ticehurst's "squeaky rock," Andy Duncan's "accident," faux pas by Bill Falls, Bill Melnyk, Jack Morrison, et al., were revealed to the merriment of all. Don Kirkland's repertoire was given unstintingly; likewise "Caruso" Morrison's lyric tenor; while a great hand went to Vic Sutton, whose impersonation of Spike Jones plus some exceptionally clever footwork were top-flight entertainment. Nice to be with you, fellows!

Gals! Opening Golf Field Day is May 18
Myra Reid Re-elected President

Come one! Come all! The newly elected women's golf executive has announced that the opening field day is to be held May 18 at Elmhurst Golf Club. On the slate for the day's activities are a repeat performance, a two-ball foursome with prizes, followed by scrumptious food and entertainment. Tickets can be obtained from Marj McRae (men's neckwear) and Mary Thompson (116 mail order), but don't leave it too late because the *deadline is May 11*.

Membership tickets for the Eaton Women's Golf Club can be obtained also, and plans are now going forward for the season's activities. Qualifying rounds of all members who wish to take part in monthly competitions will be played off during the last week of May and the first week of June. One 18-hole game will determine handicaps and classes for future games.

There will be three classes, as follows:

"A" Class—A. H. Young Trophy.

"B" Class—A. D. MacDonell Trophy.

"C" Class—C. A. Campbell Trophy.
These will be followed by the final play-off for "Oscar."

At a recent club election, Miss Myra Reid (accessories) was re-elected president for another term with the following slate of officers: vice-presidents, Ellen Deason (mail order lingerie) and May Mackay (wages office); secretary-treasurer, Edith Bower (sales office); handicap and tournament, Mary Thompson (mail order copying); publicity, Jennie Wilson (mail order dress goods); prize convenor, Peggy McMillan (dress goods).

The store committee includes Marj McRae (men's neckwear), Isabelle Hanna (expense office), Grace Sim (general office) and Peggy McCance (basement store).

The mail order committee is composed of Gladys Edgar (mail order superintendent's office), Dora Marshall (mail order copying), Clara Greenwood (mail order advertising), and Lane Hantscharuk (mail order lingerie).

DOWN THE ALLEYS—With Bill Hogg

Final Series Winners Declared

In every division the battle for the final roll-off spot went right down to the wire. But there was not one upset in the lot as the leaders finished strong to grab their last chance to get into the "jewelry."

DIVISION 1—The Spillers in a grand closing rally (they won eight of their last nine games) out-scored the Sparklers to take the third series title. The Spillers are really hot; their totals for the last few weeks include games of 3,308, 3,013 and 3,100. In the individual scoring parade George Bennett leads the way with a good 849 (312), followed by Sig Sigvaldason 835 (345), Rose Gordon 770, Jack Day 752 (302), Bill Adams 742 (337), Bill Taggart 738, Jack Ross 729, Helen Cancilla 721, Bill Liver 832 (301)-787-719, Mary Matthews 719, Jack Wood 717, Jack Collett 708, Siggy Breckman 702. Helen Cancilla, 329, and Lil Bennet, 321, had good single games.

DIVISION 2—Pat's Punchers took over the lead in the early stages and never looked back. The Capitals stayed within hailing distance but could never catch the high-flying leaders. The Sport Togs contributed the highlight of the series by rolling a lovely 3,360 against the Hucksters, who shot a good 3,165 themselves. Frank Frampton was really on the bit, as he marked up a lovely 912 count, including games of 319 and 309. Top individual scores were Dave Mackie 765, Tom Scott 733 (328), John Paterson 704, Ernie Wall 698-647, Jack Carnegie 682-748, Pat Fellows 673-642. Features in the gals' division were Elva Campbell 636, Dot Chisnell 618, May Manson 617-602, Grace Martin 605, Hilda Lohse 608, Gertie Ross 601, and Lucille Prefontaine 601.

DIVISION 3—The Eagles and the Whizzbangs staged a good duel until they met on the second last night of play. The Eagles took three games and went on to annex the series title. Team scores were surprisingly low, but individual efforts were of a much higher calibre. Reg King continued his steady work with games of 731, 682, 680. Other top men were Morris King 723, Elliott Westman 696-689, Walt Mills 689, Bill Maskell 687-666, and Ted Black 659. With the girls, Millie Barker was tops with 675-638. Next best were Marj Kurz 642, Hazel Tarry 638, Mary Montford 628, Dot Martin 625, Hazel Kinsman 607.

DIVISION 4—The Penny Pinchers, Majors and Crackers staged a battle royal for the final roll-off spot, and when the dust had settled the Penny Pinchers were on top with 18 victories chalked up. The Lafalots provided a new set of team records by rolling a solid 2,973-1,168 count. Mary Zulkoski, a 145 average bowler, provided the main inspiration by shooting a terrific 747 (316) count. Bill McAlpine also caused a sensation when he knocked out a head pin, then collected a spare on his next ball with his fire-ball delivery. Tops in the scoring were: Bill McAlpine 781 (355)-704 (325), Bob Shusterove 775 (325), Tommy Williams 679, Clar. Saunders 693-671, Bill Robertson 662-654; for the girls it was Mary Moore 725, Ethel McDougall 692-648, Noreen Price 662, and Sheila Armitage 626.

DIVISION 5—The race for the last roll-off spot was a wide-open affair with Boopers, Hawks and Wiser Ones the main contestants. At press time

the issue wasn't settled as the mix-up will have to be settled on the high-pin count. Merv McKenzie was the division's outstanding bowler again, shooting games of 787 (306)-676-635. Ann Ellis was outstanding in the gals' section, bowling steadily with a top game of 687. Other good scores were: Roy Lowe 667, Bob Simpson 661, Hugh Duyvenoek 718-653, Jim Reid 676-615, Bill King 630, Marion Waldie 644, Gord Campbell 604, Joyce Lawton 573 and Nettie Mazur 570.

DIVISION 6—The Raiders managed to outpoint the Zeros on the final night to take the third series title. Joe Leighton 730 (327) and Joe Green 701-723 (333) again supplied the fireworks in the scoring parade. Ruth Evans contributed a fine 706 count to top the ladies. Gord Nelson also shot a good 702 game. The best of the rest were Elmer Caven 695, Sam McBeth 676, Chris Mickoski 657, Jean Mortimer 672-642 (314), M. Valentine 633-649, Tom Grant 615, Mel Jenkins 607, Doug McPherson 603, and Stan Olson 600. Dunny Dewar finally got on the beam for a nice single effort of 250.

DIVISION 7—The Five Spots rolled steadily to annex the third series by a comfortable margin of two games over the Scramblers, who were always close but just couldn't win those extra few games. The Jewels, although they were away down the list in wins, have been rolling very well and have established themselves as choice contenders for the championship. Margaret Beer held the limelight for the last few weeks by rolling brilliant scores of 825 (315), 796 and 618. Cy Napier topped the men with games of 730 (300) and 702 (311). Other good efforts include Herb Headon 729-682, Al Farquhar 659-654, Gord Quinn 640, Harold Brown 631, Angela Treger 638 (258), Joan Short 570-589, Doris Slack 568, Mona Heugh 561 and Peggy McCance 559.

DIVISION 8—The Eurekas made short work of the opposition this series; they are on top with 25 wins marked up and still have three games in hand. The King Pins tried hard to keep within hailing distance but there was no denying the Eurekas this series. Harvey Sheidow 784 (290) was the top man in the scoring parade, with Marianne Noga 618 (267) the top lady. Some other good scores were: Ed Olien 724 (275), Perc Smith 673, Barbara Kent 611 (259), H. Coinner 591 and E. Whitehead 568.

DIVISION 9—The Stampeders have won their second series and the Admirals finished in runner-up spot to take the other roll-off berth. The Twenty-Niners made a great effort but fell one game short of getting in. The Twenty-Niners did some great bowling and finally marked up a new single record of 1,090. Tom Bennett rolled a lovely 345 single game, which with handicap sets the men's mark at 392. May Douglas shot a brilliant 723 (293) to top the scoring column, followed by Edith Barker 698 (300), Mary Mortrick 659, Earl McGregor 673, Tom Byachek 643, Emma Kellar 620, Flo Paget 614 and Steve Monchuk 612.

LIKE TO PLAY BALL? The Softball League extends a warm welcome to all Eatonians who are interested in playing the game—get in touch with any of the committee members listed below.

BATTERS UP!

Eaton Softballers Get Set For a New Season

The annual general meeting and election of officers of the Eaton Softball League was held in the employees' cafeteria, April 18, when the following officers were elected to pilot the league through the 1949 season: past president, Mr. J. Kellas (144 mail order); president, Mr. W. Scott (270 city); vice-president, Mr. E. Wall (122 mail order); committee, Messrs. J. Young (142 paint shop), T. Scott (113 mail order), E. Black (mail order operating), Misses M. Sigurdson (9 mail order), D. Chisnell (22 mail order), D. Chambers (901 city).

The meeting was addressed by Mr. W. L. Palk, assistant superintendent, who wished the league every success. It was the wish of the Company, said Mr. Palk, that employees take every advantage of the opportunity to enjoy healthy recreation such as is provided by the Eaton Softball League.

All interested are requested to watch the time office board for baseball announcements.

—W. Scott

E. C. Loveridge to Head Eaton Men's Bridge League

The Eaton Men's Bridge League held their general meeting and wind-up for the season in the form of an eleven-table duplicate session in the club rooms of the Winnipeg Contract Bridge Club on Wednesday evening, March 30. Mr. G. M. Horton was chairman and Mr. J. H. Keys, retiring as secretary, assisted him in the arrangements.

Mr. Hatcher, secretary Winnipeg Contract Bridge Club, attended to the mechanics of running the duplicate session and under his expert supervision the play went off with smoothness and precision.

After the duplicate session, refreshments were enjoyed under the capable direction of Mr. T. Smith. Election of officers for the forthcoming year was held and the following Eatonians will guide the league for 1949-50:

Chairman—E. C. LOVERIDGE (146).
Secretary—V. T. FOTHERINGHAM (104).

City representative—J. F. SYME (215).

Mail order representative—T. SMITH (28).

Garage and drivers—D. S. JONES (151).

Printing plant and warehouse representative—L. A. WIMBLE (1745).

PRIZES PRESENTED

Mr. W. G. B. Dailley presented prizes to the season's champions and to the three teams who were the winners of the other three groups. *The season's champions—Mr. W. P. Mailland and Mr. G. E. Harris—were presented with the W. G. B. Dailley trophy and to each a miniature cup suitably engraved and a five-piece bridge set—table and four chairs. The winners of the other groups—Mr. V. T. Fotheringham and Mr. R. Robinson, "A" group; Mr. T. W. Waldon and Mr. W. Wilkinson, "B" group; and Mr. S. E. Coone and Mr. A. Taylor, "D" group—were each presented with a smoker stand.* Mr. M. Tomlinson was the winner of a gift hat certificate as a lucky door prize. The winners of the duplicate were: North-south, Mr. E. Coone and Mr. A. Taylor, and East-west, Mr. J. H. Keys and Mr. I. G. Dickson, and to each of them was presented a set of "Hostess" tumblers. Runners-up were, respectively: Mr. W. G. B. Dailley and Mr. S. Metcalfe, and Mr. H. Cauldwell and Mr. E. Adey, and to each was presented a double deck of playing cards.

Gremlins are Hockey Champs

Gremlins (mail order) were crowned Eaton's hockey champions March 18th at the Olympic rink. They defeated Vikings (mail order) in the semi-finals, and the Flyers (store) in the finals.

They have a record of being undefeated all season (18 games). This record was possible because of wonderful co-operation from the players, with special mention of Captain Gord Forth and Len Brown, who led the Gremlins' scoring parade all season, and the stellar netminding of Ken Daulby.

Gremlins made a second goodwill tour to Gimli, March 5, with the score deadlocked at 3 all. The same evening a combination of Vikings and Flyers journeyed to Stony Mountain, losing 7-6.

—Helgi Johnson (department 44)



BASEMENT STORE

Gladys Ireland, a well-known Eatonian of department 901 for many years, left during March to become the bride of Ephriam Dufault on March 26. Before leaving she was presented with a nest of tables and a set of dishes from the department. The girls of the staff also held a shower for her, at which time they gave her a satin comforter. Best of luck, Gladys, in your new life!

Mr. Frank Harper, first assistant, fruit department, has been beaming for weeks now, all because his 12-year-old daughter, Lois, turned out to be a first-rate ice skater. Lois took first place in the ladies' novice ice skating event at the Winnipeg Winter Club. Congratulations!

We have reason to believe that a certain young lady in one of the basement offices will have cause to remember Grandview, Man., and we don't mean because of the recent curling bonspiel held there. Some people refer to her as "Mac."

* * *

MAIN FLOOR

The drug department has good news to report. Miss Agnes McDivitt, dispensary stenographer, who has been in Ninette Sanitarium for several months, is now home. Hope you'll be back with the department soon, Agnes.

Wedding bells were a prominent April addition to the home of Billy W. Wylie, drug filling room, for his eldest daughter, Verna, decided to forego her single status on Saturday, April 16. Best wishes are extended to the happy couple.

The stationery department said good-bye to Miss M. Paterson, who left during April to be married. At store closing on April 9, the staff gathered to wish the bride-to-be all the luck in the world. On behalf of those assembled, Mr. S. C. Florence, head of department, presented Miss Paterson with a case of flatware.

Welcome back to Miss P. McFadyen, stationery, who is looking "in the pink" after her recent sojourn in the hospital.

Notions Gals Hold Parties

Another fun-packed evening for the department was held at Lockport recently, and the gang enjoyed themselves immensely in their usual (slap) happy way.

The gals of the button counter were also entertained recently by Mrs. Kay Reid, section head, who invited several members of the department to a Saturday evening social at her home. We are all definitely looking forward to the next one.

Best wishes to our lovely diamond girl, Miss Verna Bjorkman, who is the newest "rock"-ette.

We also wish the best to Betty Farler Carnegie, who was married recently.

Glad to have Miss Ruby Williams, section head, shoe findings, back after a very enjoyable month's holiday spent at the west coast and south of the border.

Sincere sympathy is extended to George Cusack in the recent death of his mother.

A last good-bye to the members of our staff who have left recently: Mrs. Jean Simmott, buttons; Don Grant, stockroom; and G. Hirt, D. Beveridge, H. Rutherford and R. Sorby of the sales staff.

* * *

SECOND FLOOR

A set of breakfast dishes was presented to Marguerite Lewis, information desk, by the cashiers as a farewell token. Marguerite left during April to be married in Calgary, Alberta. (See picture on brides' page.)

In honor of Miss Doris Napier, an April bride, the girls of the dress goods department held a breakfast in the grill room on Wednesday, April 6. Mrs. E. Thornton presented Doris with an electric steamer on behalf of the 37 guests present.

Before leaving the department, April 6, Mr. P. E. Odell, head of department, presented Doris with a table lamp on behalf of the staff. Good luck and best wishes to another popular gal. (See picture on brides' page.)

* * *

THIRD FLOOR

Cash Office Chatter—By J. Eldred

Our deepest sympathy is extended to Amy Lewis, whose mother passed away April 9 at Minnedosa, Manitoba.

Charlie Lane, cash register repair, was operated on, Monday, April 11. He is now recuperating at home. Best wishes, Charlie!

Tommy Ward's 35th anniversary on Monday, April 11, was the "centre of attraction" in the cash department. The staff and his friends gathered in the board room to honor Tommy and his wife on this happy occasion. On behalf of the department, Mr. L. E. Summers, our supervisor, made a presentation of a beautiful chair. Leana St. Jean presented Mrs. Ward with a bouquet of spring flowers.

Speaking of Tommy's value to the department and the store, Mr. Summers declared he was always a conscientious and capable Eatonian, well liked among his fellows. This was proved when approximately fifty-five of his co-workers and friends appeared early Monday morning to congratulate him.

Ruby Hives left Saturday, April 16. She is to be married April 23 at St. Matthew's Church to Bill Bagot. On Thursday, April 14, Mr. L. E. Summers presented Ruby with a gift of blankets from the department. Congratulations, Bill and Ruby!

Lorrain Earle and Dorothy Brown are still on our sick list. We hope they will be back with us soon.

D.A. Office Chatter—By E. Landsley

On Saturday evening, March 19, the staff gathered at the home of Mrs. F. Gibbs to honor Mr. W. J. Thomson on his recent appointment. (See pictures and write-up on page 30.)

CONTACTS

On March 28 the light was extra dazzling in the department because Ollie Krawchuk came in wearing a very beautiful diamond. The lucky fella is Tony Fuga. Our very best wishes, Ollie and Tony.

The office is going to miss Doreen Fraser, who left us to take up housekeeping. You're a lucky man, Hughie! The office presented Doreen with a housecoat and slippers as a farewell gift.

We all hope Beverly Franklin's mother is feeling much better after her stay in the hospital.

Betty Macaulay left the Company on April 6, and as a farewell gift she received a lovely leather handbag. Good luck, Betty!

Shirley Puhan is back at the office with a cast on her ankle as a souvenir of her winter ski outings. She doesn't seem to have much trouble getting around the office either. Real glad to see you back, Shirly.

Let's hope there won't be any more moaning from Lorne Mills about scratchy pens. The girls got together and bought him a Parker "51" pen and pencil set. Of course it will be on loan till his quarter-century comes up. Anyway, it shows we think you're pretty swell, Lorne.

We are sorry to report that Rose Borkowski is out on the sick list. Hope you'll be up and about soon.

You should see the swell spring-cleaning job in our office, making it bigger and better than before. We are all pretty proud of it.

Alleyn Dunlop, bread counter, is in a daze these days, a "diamond daze." Robert Mennell's ring has been sparkling on her finger all alone for the past month but by the end of April it will be joined by a wedding band. Best wishes, Alleyn and Bob.

Dolly Duxbury, also of the bread counter, celebrated her twentieth wedding anniversary during April, and in honor of the occasion the girls presented her with a corsage and ear-rings. Congratulations to the bride and groom of twenty years, Dolly and Eddy.

* * *

FOURTH FLOOR

Mr. E. H. Lee, former supervisor of women's coats and suits (now retired), is moving from Winnipeg to Victoria, B.C., where after May 1 his address will be 2648 Orchard Avenue. With a fair-sized colony of retired Eatonians out that way, Mr. Lee will doubtless be renewing many old friendships.

* * *

FIFTH FLOOR

Ellen Sigurdson, fifth floor restaurant bar, left during the early part of April to be married. As a parting gift she was presented with a chest of silver by the department on March 31. Following her wedding to Gordon Morden, in Gimli, the bride and her husband will reside in Brandon.

A shower was also held for Ellen by the girls of the department, at which time she was presented with linens and towels. Best wishes, Ellen! (See picture on brides' page.)

* * *

SIXTH FLOOR

Ralph Carson, carpet department, placed "the tie that binds" in the form of a diamond on the third finger, left hand, of Evangeline Nichol, jewelry, on March 26. Ralph has been fairly sparkling ever since. Congratulations!

There are two new diamond girls on the parcel inspectors staff. They are Miss Ruby Johnson, who

received a ring from Mr. Jack Bagley on March 12, and Miss June Andrews, who announced her engagement to Mr. Jim Harris on April 1.

* * *

SEVENTH FLOOR

Budget Plan Brides Feted

Two budget plan brides of April, Mrs. Jessie McDonald and Miss Ethel Newmark, were presented with parting gifts from the department during the early part of the month. On behalf of the staff, Mr. F. Sails, head of department, presented the girls with corsages, and then to Jessie a lovely table lamp and to Ethel a large mantel mirror.

Jessie also received a tablecloth and serviettes as a gift from the contract sales, a department in which she worked for some time, as well as a gift of flatware from the Company. Ethel's gift from the Company was a lovely set of dishes.

The girls of the department also held showers for the two brides-to-be. Jessie was feted at a party held at the home of Mrs. Muriel Clark, at which time she received a satin comforter and a toaster.

Mrs. N. Nichols was hostess at a shower honoring Ethel. The gift to the honor guest was a torchiere lamp. At a previous shower, held at the home of Mrs. J. Sneesby, she received a gift of linen. Ethel was married April 23 and Jessie on April 6. (See pictures on brides' page.)

* * *

EIGHTH FLOOR

Report From the Alterations— by K. Fedorak

Before Mrs. Elizabeth Rear left to make her home in Vancouver recently, she was presented with a farewell gift by the department—a handsome travelling case. Miss K. Waywood, head of department, made the presentation.

Mrs. Flora Brundl, formerly Flora Parent, left March 12 to concentrate all her efforts on house-keeping. Before leaving Flora received a gift of a leather handbag from her associates. Best of luck, Flora!

We are happy to welcome back Miss Marlene Hayes and Mrs. J. Anderson, as well as Miss M. Suggett, who have all had recent illnesses. Glad to see you around again, girls!

Also off the sick list now and back on the job are Mrs. L. Stevens, Mrs. S. Grant, Mrs. Alice Crook, Mrs. Winnie Walker, Miss Eva Cantagio, Mrs. Margaret Cameron and Miss C. LaFrance.

We are sorry to report that Mrs. R. Skorish and Miss Mary Simko are still away. Hope you will be back soon.

On Wednesday afternoon, April 13, the girls of the city advertising office surprised Miss Inez Frankland with a birthday cake in honor of her natal day. As the actual number of birthdays was not known, two candles on the top of the cake kept the secret. Happy birthday, "Frankie," and may you have many more such happy occasions.

In honor of the bride and groom in the ticket writing office, Mr. Harvey Bellamy and Miss Irene Asselstine, the staffs of 136, 137 and 138 gathered on Friday, April 1, to present them with a gift—a lovely set of dishes. Mr. D. Kinnear, in charge of ticket writing, made the presentation. Irene and Harvey were married April 2 at Dugald, Man. Best wishes to the happy couple. (See picture on brides' page.)



SECOND FLOOR

Miss Winnie Flynn, mail order packing, left the department during the month of April to be married. Before leaving she was presented with a maroon boudoir chair and a pair of blankets from the department. The girls of the staff also held a shower for Winnie, at which time they presented her with a lovely bedspread and bedroom rug. Winnie is a well-known speed skater and a member of the St. Vital Tigerettes, the members of which presented her with a torchiere lamp as a wedding gift.

* * *

THIRD FLOOR

By Mr. Foster

Department 72—And who do you think is walking around with his chest out these fine spring days? None other than Bobbie Laird, that ever-jovial Irishman in the mail order carpets and linoleums. On March 21, the first day of spring, Mr. and Mrs. Laird became the proud parents of a charming wee daughter, Roberta Jean. Sure and she weighed 7 pounds 6 ounces at birth. Bobbie says there's no such thing as a five-cent cigar any more. Our heartiest congratulations, Mr. and Mrs. Laird.

* * *

FIFTH FLOOR

By M. Doolan

Music Department—Best wishes to Madeleine Boily who became engaged in March to Mr. Edouard Lord, of La Broquerie, Man.

Our sincerest sympathy is extended to Jean Snejzak whose father passed away on Good Friday.

Mixed Five-Pin Bowling

By Norman Henry

Well the season has closed on another successful bang-up year of the fifth floor bowling league. The quarters were won by: 1st, Reshetka; 2nd, Livingston; 3rd, Cave, and 4th, Cormie.

The roll-off was held on Saturday, April 16, at the Academy Alleys, with Fred Cave's team taking the honors, followed by Cormie, Livingston and Reshetka. There have been outstanding scores in the past season but are too numerous to mention. Don't forget the banquet and dance, May 21, at the St. Charles Hotel.

* * *

EIGHTH FLOOR

By D. Balsdon and R. Souter

Departments 173, 167, 159—A breakfast was held on April 1 in honor of Bertha Stringer, who

celebrated her thirty years with the Company. Congratulations, Bertha, on your fine record.

Congratulations also to Mr. W. R. Pennock, who celebrated his fortieth anniversary with the Company on March 23.

A member of our department who became engaged recently was Winnie Smith. The lucky fellow is Gordon Bennett. Best wishes, Winnie and Gordon.

Hello, Joe Sigurdson, out at Ninette! We hope you are getting along fine and that we will be seeing you soon. Also on the sick list are Myrtle Bovey and Pearl Chapman. We hope you are feeling much better, girls, and that you will be back with us before long. Glad to see Daisy Goldhawk back after a recent illness.

We extend our deepest sympathy to Margaret Ringel in the loss of her mother, and also to Lorraine Rajotte in the loss of her father.

By J. Baynes

The final games of the bowling league of departments 117, 118 and 118A were held on Saturday, March 26, at the Recreation Bowling Alleys. Ken Merrett's "Chumps" proved they were the champs by winning the league title; the runners-up were the "Schmoos," captained by "The Slugger" Jackson. In third spot were the "Hi-Hopes," led by Syd Gerrard.

In the individual scoring, the men's high double was won by Bill Adams, score 601 with handicap, and the men's high single by Ray Leveque, score 360 without handicap.

The ladies' high double was won by Mary Bodrug, 502 with handicap, and the ladies' high single by Betty Hebb with a 333 with handicap.

Everyone agreed the league was a success and we are looking forward to a good time again next year.

By M. McDonald

Department 117—Our deepest sympathy is extended to Phyllis Stalker in the loss of her uncle, Charles Wellman, who passed away April 14.

Congratulations to Georgie Fontaine who won the torchiere lamp at the spring dance.

* * *

NINTH FLOOR

By Mr. Fotheringham

Departments 22, 24—Thursday, April 14, saw yet another member of fancy goods and notions staff reach the 30-year rung of the ladder, Miss Edna Bolton. The department staffs gathered around her gaily decorated table, and head of department, Mr. J. W. Aker, did the honors, reviewing Edna's association with the Company and touching lightly on her past sporting activities, namely baseball, of which a gaily painted placard described

Eva Lake Wins Wilson Trophy

Curling Season Ends

The Eaton Women's Curling Club, 140 members strong, have completed their curling schedule, and this year the Florence Wilson trophy was won by Eva Lake and her rink, Molly Mitchell, Ella Brown and Mary Ewing.



The group winners were as follows: Monday night, Winnifred Jamieson, Edith White, Elaine Engel and Shirley Hembroff; Wednesday night, Kay Chisholm, Marjorie McKenzie, Helen Schram and Ada Dick; Friday night, Eva Lake, Molly Mitchell, Ella Brown and Mary Ewing; consolation winners, Irene Best, Nellie Williams, Ellen Thompson and Delores Leclair. Congratulations to the winning rinks.

It took quite a while for the schedule to get into full swing, and the ice convenors had so many headaches over it that they could have done with less ice under their feet and a little more on their heads, but they did a magnificent job and "orchids" are due them.

Selkirk entertained sixteen of the girls, and from the reports they gave us when they returned a grand time was had by all. On February 26 we invited Selkirk back to our club, and although we failed to win any prizes, our girls saw to it that Selkirk worked hard to take them away from us. —J.L.

everything, bloomers and all. Mr. Aker, on behalf of the department, then presented Edna with a lapel glamour pin.

In the evening a surprise party was held at the home of Edna's sister, Mrs. Derraugh (another former Eatonian of yesteryear), which the feminine staff attended. After an entertaining round of bingo, topped off with delicious refreshments, Miss Mabel Stephenson in a few well-chosen words presented Edna, on behalf of the gathering, with an electric alarm clock, which was then followed by the entire company singing "For She's A Jolly Good Fellow." A very enjoyable evening was spent by all. By the way, what was the prize that you won, Aggie? Such embarrassment!

The annual fancy goods-notions bowling cup classic was set for Tuesday, April 26. The battered silver mug, so snugly held for the past year by the No. 1 team, captained by J. W. Aker, is again up for competition. It is safe to assume that Wason's Bowlery on this date will see many a bustle, many a snapped garter in an effort to dislodge the trophy.

With deepest regret, as this goes to press we learn of the bereavement of Miss Z. Fisher in the loss of her father, who passed away April 18 in St. Joseph's Hospital. To you, Zell, and your family, the management and staff of the department extend their very deepest sympathy.

Also news has been received with deepest regret of the death of a former co-worker, Mrs. W. Waddell, nee Lily Chapman, who passed away April 16 at Victoria, B.C.

By W. Quayle

Department 28 staff and the many friends of Mr. J. Orr (men's furnishings) are glad to know that he is recovering from his recent illness, and we all hope he is back at his desk again by the time these words are in print.

Congratulations to Johnny Lemmen (men's hats) on the birth of a son, Kenneth George. This makes three of a kind for Mr. and Mrs. Lemmen.

By M. Scott

Department 1—Glad to have Miss Dorothy Foster and Miss Dolly Hudson back after their recent illnesses. Both are looking much better.

Forty

Sorry to report that Bill Stewart is again in the hospital, but we hear he is recovering. We hope you will be able to enjoy your quarter-century anniversary on April 23, Bill. Many happy hours! Hope that the mantel radio, a gift for your twenty-five years, will give you lots of pleasure.

PRINTING PLANT PATTER

By B. Goulet

On April 1 a presentation was made to Nelson Borland and Alex Speirs, who have left to join the Toronto printing department. Each received a handsome cowhide club bag, Mr. J. Hughes doing the honors on behalf of the department, gathered to wish the boys good luck and prosperity in their new surroundings.

The sad news of the fatal accident of Tommy Whittington, Jr., at Ladysmith, Man., was received March 23. Tommy was the son of Tom Whittington (retired), formerly with the composing room. Our sincere sympathy to the family.

George Kuntz has been ill during the past month and we'll be glad to have him back. Hurry up and get well, George!

Harry Sanderson (retired) visited the department recently. Long time no see, Harry!

Congratulations to Andy Joss and Harry Jackson on the occasion of their 30th anniversaries with the Company, Andy on April 1 and Harry on April 28.

Good-bye to Mr. A. Boultbee who called it a day, April 2. Don't forget to come in and see us once in a while to let us know how the bees and glads are progressing, Mr. Boultbee.

901 Crowd "Bowls Them Over"

A bowling party was held by the staff of department 901 on Wednesday, March 16, with forty "bowlers" taking part. Scores were something to be "framed" and then best forgotten. Prizes were given out to some players on each team.

Two lucky girls are flashing rings on that special finger these days. Congratulations, Lil Stevenson and Ruth Kurz.

In Memoriam

VENA KRITZER

It is with deep regret that we report the death on April 5 of Miss Vena Kritzer, for over 37 years a beloved member of the china department. One of the star saleswomen of Winnipeg store, Miss Kritzer built up a large following that included many of our most prominent citizens. Miss Kritzer knew good china and loved it. Customers respected her judgment and admired the enthusiasm she displayed in her work.

Fellow associates also learned much from this quiet-mannered, kindly Eatonian who was born in Listowel, Ont., and joined Eaton's in November, 1911. Surviving are a brother and a sister to whom is extended our deepest sympathy.



We extend our deepest sympathy to the following Eatonians who during the month of April have had their hearts saddened by the loss of one of their family

In the Loss of a Mother

MRS. M. FREEMAN (1100 department)
MR. S. BILYK (mail order hardware)
MR. G. CUSACK (notions)
MR. J. WARD (china)
MISS G. YASINSKI (mail order children's shoes)
MISS M. RINGEL (mailing list)
MISS L. OLAFSON (drapery workroom)
MISS A. LEWIS (cash office)
MISS E. SOFTLEY (1100 department)

In the Loss of a Brother

MRS. KIDD (receiving room)
MR. C. KENNEDY (mail order stationery)
MR. H. BEMISTER (men's shoes)

In the Loss of a Father

MRS. V. McGREGOR (meat order board)
MRS. G. LEONHART (time office)
MISS L. RAJOTTE (mail order sales room)
MR. L. CASTOR (mail order packing)
MRS. O. MILLS (fur storage)
MRS. I. TESSIER (mail order children's wear)
MISS I. CANNERS (mail order packing)
MRS. J. SNEIZAK (mail order music)
MRS. M. HAYCOCK (staples)
MR. L. BROWN (furniture)

In the Loss of a Baby

MR. H. REYNOLDS (receiving room)

EATON'S

2nd

COMPANY-WIDE

Suggestion Contest

\$1400.00 IN EXTRA CASH AWARDS

*A New and Bigger Company-Wide Contest
Is Announced for the Period of 1949*

\$1400.00 will be the EXTRA prize money for
the best suggestions submitted throughout
the Company across Canada during 1949—

First Prize . . . \$500.00

Second Prize . . \$300.00 Fifth Prize . . . \$100.00

Third Prize . . \$200.00 Sixth Prize . . . \$100.00

Fourth Prize . . \$100.00 Seventh Prize . . \$100.00

Remember . . . this contest is **extra** prize money. Your ideas are rewarded by your local Suggestion Committee in the regular way and then . . . no matter how much you originally received for your idea or ideas during the year . . . all of them, along with the ideas of your fellow workers are again reviewed and the best selected for consideration by Company representatives from all across Canada for the **Special Contest Awards**.

T. EATON CO.
WINNIPEG
LIMITED
CANADA